INTERNATIONAL TRADE CENTRE

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

GENERAL AGREEMENT ON TARIFFS AND TRADE

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ITC/AG/10/Add.1
8 January 1970

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LETTER TO THE DEVELOPING COUNTRIES ON EVALUATION OF THE CENTRE'S ACTIVITIES

"I wish to refer to the discussion of evaluation at the second session of the Joint UNCTAD/GATT Advisory Group on the International Trade Centre in March 1969. The Group recommended inter alia that in this connexion the following work should be carried out before its next session:

> 'The practice of asking the developing countries to send reports on the utility of the services rendered by the Trade Centre should be continued. In order to obtain systematic reports, the Centre should send a detailed questionnaire, which should be related to specific assistance given by the Centre.'

"This letter is addressed to you in pursuance of the recommendation. A questionnaire concerning the four main services of the Centre, i.e. (A) Market Information; (B) Publications Programme; (C) Training Programme; and (D) Trade Promotion Advisory Service, is attached.

"We are aware that replying to this lengthy questionnaire will take considerable time and effort. But if the developing countries wish the Centre to be empowered, and possibly strengthened, to continue to serve them collectively and individually, it would be most helpful if they would make the effort necessary by way of answering questions raised about the utility of the Centre's work for them. A separate annex* lists assistance rendered directly to your country by the Centre.

"As the Advisory Group has recommended that replies received to the questionnaire should be circulated at least six weeks before the next meeting of the Group, which is tentatively scheduled to be held in January 1970, the Centre would need to be in possession of your reply by the end of September 1969."

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*Not repreoduced in this document.

QUESTIONNAIRE ON TRADE CENTRE SERVICES TO THE DEVELOPING COUNTRIES

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Do you consider that the assistance rendered by the Market Information Service meets the specific needs of producers and exporters?

2. Among the information usually included in the Centre's studies, please specify by checking whatever is most useful:

   Background data and general economic indicators

   Product specifications

   Statistical data on international trade in the products concerned

   Consumption data, consumers' preference and end-users

   Estimates of future demand

   Information on the relative position of competing products and suppliers

   Information regarding commercial policy and fiscal measures, other trade regulations, etc.

   Description and analysis of trade channels in importing countries

   Freight rates and transport costs and facilities

   Information on quality, dimensions, packaging, etc.

   Price trends and outlook

   Terms and conditions governing credit, contracts, arbitration, payment, insurance, etc.

   Advice about sales promotion and advertising requirements

   List of importers and agents

3. Are there any other aspects of market information that in your view should be covered in the studies?

4. Could you mention any concrete instances where the work of the Centre's Market Information Service may have contributed, directly or indirectly, to increased exports from your country?

5. What more than it is already doing, could the Centre's Market Information Service do to meet the special needs of your country?

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Do your country's trade promotion services and exporters find FORUM of practical value?

2. Have contacts useful for your country's trade expansion been made, or concrete trade promotion actions been taken, as a result of obtaining information or ideas from the magazine?

3. Check whichever subjects or types of articles you find useful:

   (a) Commercial Policy Chronicle

   (b) Book reviews

   (c) Market surveys for specific products

   (d) Descriptions of national markets

   (e) Descriptions of developing countries' export promotion efforts and techniques

   (f) Descriptions of developed countries' export promotion efforts and techniques

   (g) Technical articles on different aspects of exporting

   (h) Modern marketing techniques

   (i) Lists of sources of information

   (j) Stories about export experiences of individual companies in developing countries

   (k) Stories about export experiences of individual companies in developed countries

4. Do you prefer many short articles in a single issue or fewer, long articles and/or whole issues devoted largely to a single subject, e.g. "Advertising"?

5. What subjects would you like to see covered in future issues?

6. What do you particularly like, or not like, about the magazine?

(b) Handbooks

1. Do you consider these publications* to be useful in connexion with the trade promotion needs and efforts of your country?

2. Do you consider the coverage of the works and the way material was presented satisfactory?

3. Do you consider any of these publications should be updated and reissued? If so, please specify what additional aspects you would like to see given greater emphasis.

4. Do you consider the above publications** will, as a whole, be useful in the context of your current trade promotion efforts?

5. (a) To which of the subjects indicated would you give specially high priority?

   (b) Are there any particular aspects of the above topics that you would like to see emphasized more?

6. Do you consider that publications on these above-listed subjects*** would be useful in the context of your country's trade promotion efforts?

7. (a) To which of the subjects indicated would you give specially high priority?

   (b) Would you like to see any particular aspects of the above subjects given special emphasis?

8. What further subjects would you like to see covered by Centre publications?

C. TRAINING PROGRAMME

1. Do you think that the Centre's training programme meets a definite need in the export promotion efforts of your country?

2. Are you satisfied with the standard and quality of the training in export promotion given:

   (i) Directly by the Trade Centre?

   (ii) Through institutions in developed countries?

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*A list of existing publications was sent with the Questionnaire.

**A list of publications in preparation was sent with the Questionnaire.

***A list of possible subjects, for future publication, was sent with the Questionnaire.

3. Do you have any suggestions for improving the work of the training programme?

4. Do you consider that the training received has better equipped the trainees from your country for export promotion work? If not, please give reasons.

D. TRADE PROMOTION ADVISORY SERVICE

1. Do you consider the way in which the Centre's Trade Promotion Advisory Service at present operates, and the methods it uses, to be useful in the context of the export promotion efforts of a developing country?

2. Have you any comments on the standard and quality of the technical assistance rendered and in general on the activity of export promotion experts and advisers in your country?

3. Have the services provided by the Centre had a positive impact on the export promotion activities in your country?

4. What are your suggestions for the improvement of the present activities of the service?

5. Do you have any suggestions regarding the future rôle and orientation of this service?

B A R B A D O S

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. No. None of the surveys dealt with products produced by Barbados.

2. -

3. -

4. No.

5. It will be useful if surveys of the European market for Barbados rum and made-up garments can be carried out.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. No.

3. Descriptions of developing countries' export promotion efforts and techniques.

   Descriptions of developed countries' export promotion efforts and techniques.

   Modern marketing techniques.

   Lists of sources of information.

4. Short articles preferred.

5. Ideas on the establishment and running of an export promotion bureau in a developing country.

(b) Handbooks

1. Yes.

2. Yes.

3. -

4. Definitely, yes.

5. (a) Export Promotion - A Systematic Approach
   Official Commercial Representation Abroad
   Export Promotion by Private Sector Organizations

   (b) -

B A R B A D O S (cont'd)

6. Yes.

7. (a) Export Finance
The Organization of Commercial Information
Export Publicity

(b) -

8. -

C. TRAINING PROGRAMME

1. Yes.

2. (a) No one from Barbados has attended this course.

(b) No. Not the United Kingdom's.

3. It is felt that while the theoretical content of the United Kingdom course might be useful for participants with little or no formal training in economics, it was of little value to those with an academic degree in economics.

Organizers of future courses should consider the different educational backgrounds of trainees. Emphasis may be placed on on-the-job training in the case of graduates by means of attachments to carefully selected government departments and private organizations.

4. Yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. Not applicable.

3. No.

4. -

5. No.

(Letter from the Barbados High Commission, London)

B O T S W A N A

We regret that for the reasons outlined in our letter of 25 February*, any assessment of the value of the Trade Centre to Botswana would be misleading because of the extremely limited stage of our own development. In short, the only services we have made use of are:

1. two courses organized under your Training Programme; and

2. your market surveys on the Market for Canned Beef in the United Kingdom and Germany (1967) and on Major Markets for Leather, Hides and Skins in Western Europe (1968).

The two courses were considered to be of considerable value and the two reports were judged by the Botswana Meat Commission to be useful. Although it cannot be said that the reports led to a direct increase in exports of the products concerned, it must be remembered that the Commission is very much an export orientated organization.

(Letter from the Ministry of Commerce, Industry and Water Affairs)

*Please see ITC/AG/6.

B U R U N D I

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. The Market Information Service does in certain cases meet the specific needs of producers and exporters in Burundi. In other cases, this service describes markets that are not of immediate interest to our producers or exporters. Among the Market Information Service publications, the following are of particular interest for Burundi:

   Cashew Marketing, 1968;

   The Fresh Fruit and Vegetable Market in Seven European Countries
   Volume I 1968
   Volume II 1968;

   Major Markets for Leather, Hides and Skins in Western Europe, 1968;

   The Market for Unmanufactured Tobacco, 1968;

   Study of the Market for Papain in the Major West European Importing Countries.

   The other publications concern markets that are not of interest to our producers.

2. Instead of checking some of these types of information, we prefer to state that all the points covered by Question 2 are equally useful, taking into account the actual situations that arise for each exporter and in each particular case.

3. For the moment we consider that so far as Burundi is concerned, the aspects studied by the Market Information Service are sufficient.

4. To date, there have unfortunately been no concrete instances where the work of the Centre's Market Information Service may have contributed to increasing Burundi's exports, although the Centre's documentation is used in the preparation of foreign trade studies.

5. Products manufactured in Burundi are largely exported to neighbouring countries. A general study of the markets of the States which are Burundi's neighbours - Rwanda, Congo, Tanzania, Uganda, Kenya and Zambia - could, therefore, be of assistance in promoting sales to these countries.

   A study of agricultural products, in particular, fruit and vegetables, that are suitable for export by air and could be offered at competitive prices in European markets would also be useful to our country.

   A study on the market for castorseed is also of particular interest for Burundi.

B U R U N D I (cont'd)

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Burundi's Trade Promotion Service could derive information of practical value from FORUM if that information were sufficiently developed. In addition, our producers and exporters could show an interest in this publication if it were more widely distributed in certain Government bodies and in business circles in Burundi.

2. Unfortunately, the information or ideas drawn from FORUM have not yet enabled us to establish contacts in any concrete manner in our trade promotion efforts. We believe, nevertheless, that our Trade Promotion Service will be able to benefit increasingly from this information as and when its structure is completed.

3. Here again we prefer not to indicate any preference as between the different subjects, because all these points are equally useful, taking into account the particular situation of the moment.

4. Of course, some bodies would prefer to have as much information as possible in a short time; others would prefer a more detailed study of one problem.

Although we would agree that whole issues could be devoted to a single subject from time to time, we believe that an issue comprising many short articles is more suitable for business circles or Government officials, who generally do not have much time to read lengthy articles.

5. Market studies on the following products: peppers, mangoes, marrows, castorseed, tea, hides and skins, bastnasite, colombium tantalite, cassiterite, oilcake, cashew nuts.

Air freight problems.

Export financing problems.

6. Everything is interesting in the magazine. For the moment, however, the advice on sales promotion is more useful, particularly regarding the transport problem for land-locked countries.

(b) Handbooks

1. Yes, we can obtain from these publications useful information for our trade promotion efforts.

2. We do not have a complete collection of these publications. In our opinion, therefore, we are not in a position to evaluate their presentation.

B U R U N D I (cont'd)

3. Here again, our knowledge about these publications is still limited and we are not yet in a position to make any valid remarks about their formulation.

4. Yes, these publications could serve as a guide for us, all the more so as we are at present particularly concerned with structuring the sales and foreign trade promotion service.

5. (a) We attribute equal importance to these subjects.

(b) We would like special emphasis to be laid on the aspect of setting up trade promotion mechanisms.

It would also be important to have a guide for selecting the trade fairs best suited to Burundi's principal exports.

6. Yes, publications on the subjects listed above would meet the needs of Burundi's exporters.

7. (a) All these subjects are concerned with current needs of Burundi, and are therefore of equal importance.

(b) The aspects of particular interest are the following:

study of the regular furnishing of appropriate information to exporters;

export financing arrangements.

C. TRAINING PROGRAMME

The training programme as described in the questionnaire seems to meet the needs of our country in its export promotion efforts. Of course, a programme drawn up in the light of Burundi's own trade problems would be preferable. For the moment, certain points that could throw light on our problems are still lacking. In particular, the programme has not yet been of benefit to many participants from Burundi. We would be able to make comments and suggestions on the basis of the additional knowledge acquired by such participants.

D. TRADE PROMOTION ADVISORY SERVICE

It is interesting that the International Trade Centre has a Trade Promotion Advisory Service to which developing countries can turn in case of need.

For the moment, Burundi has no comments to make on the Advisory Service and the assistance it can offer, because Burundi has not yet been able to make a proper assessment of the activities of this Service and the quality of the technical assistance that it provides.

(Letter from the Department of Commerce and Industry)

C A M B O D I A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. -

2. Background data and general economic indicators.

Statistical data on international trade in the products concerned.

Information regarding commercial policy and fiscal measures, other trade regulations, etc.

Description and analysis of trade channels in importing countries.

Freight rates and transport costs and facilities.

Information on quality, dimensions, packaging, etc.

Price trends and outlook.

Terms and conditions governing credit, contracts, arbitration, payment, insurance, etc.

3. -

4. -

5. -

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. -

2. -

3. (c) Market surveys for specific products.

(d) Descriptions of national markets.

(e) Descriptions of developing countries' export promotion efforts and techniques.

(f) Descriptions of developed countries' export promotion efforts and techniques.

(g) Technical articles on different aspects of exporting.

C A M B O D I A (cont'd)

(h) Modern marketing techniques

(j) Stories about export experiences of individual companies in developing countries.

(k) Stories about export experiences of individual companies in developed countries.

4. -

5. -

6. -

(b) Handbooks

1. Yes.

2. -

3. -

4. Export Promotion - A Systematic Approach

5. Official Commercial Representation Abroad
Export Promotion by Private Sector Organizations
Organization and Management of Joint Export Marketing
Multinational Product Promotion
Exporting to Countries with Centrally Planned Economies - A Guide to Marketing Techniques
Trade Fairs and Exhibitions Guide
Designing Products for Export Markets
Packaging for Export Markets
Standardization and Quality Control for Exported Products
The Rôle of the Freight Forwarder in Developing Countries
Information on Trade Regulations - Guide to Sources
Directory of Trade, Industry and Product Promotion Associations
Annotated Bibliography of Market Surveys by Products and Countries

6. All items checked.

7.

8.

C A M B O D I A (cont'd)

C. TRAINING PROGRAMME

1. -
2. -
3. -
4. -

D. TRADE PROMOTION ADVISORY SERVICE

1. -
2. -
3. -
4. -
5. -

(Reply from the Ministry of External Affairs)

C E Y L O N

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. Product specifications.

   Statistical data on international trade in the products concerned.

   Consumption data, consumers' preference and end-users.

   Estimates of future demand.

   Information on the relative position of competing products and suppliers.

   Information regarding commercial policy and fiscal measures, other trade regulations, etc.

   Description and analysis of trade channels in importing countries.

   Freight rates and transport costs and facilities.

   Information on quality, dimensions, packaging, etc.

   Price trends and outlook.

   Terms and conditions governing credit, contracts, arbitration, payment, insurance, etc.

   Advice about sales promotion and advertising requirements.

   List of importers and agents.

3. No.

4. We have just begun to review the market information on various products of interest to us and as such it is too early to report concrete results. We hope to make use of the studies in the near future.

5. Studies on such products as confectionery, made-up garments, tyres and tubes, rubber products.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. Not yet; mainly due to depleted staff which will be corrected to some extent from next November.

C E Y L O N (cont'd)

3. Market surveys for specific products.

Descriptions of national markets.

Descriptions of developing countries' export promotion efforts and techniques.

Technical articles on different aspects of exporting.

Modern marketing techniques.

Stories about export experiences of individual companies in developing countries.

Stories about export experiences of individual companies in developed countries.

4. Longer articles or whole issues devoted largely to a single subject - gives better and more exhaustive coverage. Also receipts of FORUM are not regular - possibly due to postal delays.

5. More articles on manufactures and semi-manufactures in developing countries and import potential for these products in developed and developing countries.

6. The articles on the size of certain markets, e.g. United States are too general to be of value.

(b) Handbooks

1. Yes.

2. Yes.

3. Yes, from time to time, e.g. Select Bibliography; Source of Basic Commodity Statistics; Supplements to cover new developments in such publications as Manual of Export Promotion Techniques; Additional issues of Manufacturing and Trading Associations to cover more countries.

4. Only one of the publications referred to in the question has been received.

5. (a) and (b) More of these publications will have to be received before any comments can be made.

6. Yes.

7. (a) Export Finance
In the special context of the Commerce Department, the Organisation of Commercial Information.

C E Y L O N (cont'd)

(b) Export Publicity
Export publicity to be undertaken by Governmental Trade Officers with extremely limited funds.

8. No suggestions.

C. TRAINING PROGRAMME

1. When it is oriented to the needs of a particular country.

2. (i) Yes.

(ii) Yes.

3. No.

4. Yes - but with the reservation that the training at the Centre or in institutions in developed countries should be followed by a reasonable length of time at home so that the experience gained during training can be geared to the particular needs of the home country.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. No comments - the standard and quality of the technical assistance is suitable.

3. It is too early to comment in view of A.1, A.4, and C.4.

4. No suggestions.

5. No.

(Letter from the Department of Commerce)

C O L O M B I A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. The assistance given by the Service is useful, not only to the manufacturer and exporter, but also to the official bodies responsible for export promotion.

2. Consumption data, consumers' preference and end-users

   Estimates of future demand

   Information regarding commercial policy and fiscal measures, other trade regulations, etc.

   The description of trade channels.

   List of importers and agents.

3. The aspects mentioned in Question 2 of the Questionnaire are sufficient.

4. The extensive market studies are extremely useful for the general information they provide on a group of countries. We were specially interested in the study of the veneer and plywood market, and the oil-cake market.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. Yes.

3. Descriptions of national markets.

   Descriptions of export promotion efforts and techniques in developing and developed countries.

   Articles of a technical character.

   Lists of sources of information.

4. With regard to the magazine FORUM, fewer but more extensive articles would be preferable. Single subjects could be dealt with in the Supplement.

5. More information on government promotion policy and demands for different products.

C O L O M B I A (cont'd)

(b) Handbooks

The handbooks are of inestimable help in the investigations carried out by export houses and are used as a basis for export promotion studies carried out by official bodies.

The Manual of Export Promotion Techniques and the Market Surveys by Product and Countries, should be brought up to date.

C. TRAINING PROGRAMME

We are in agreement with the training programme in general; we would, however, make two comments:

1. Courses in developed countries should be continued in order that those attending the courses may have the opportunity to acquaint themselves with export promotion methods and the marketing techniques used by the large undertakings in these countries.

2. With regard to courses given in developing countries, it is advisable to make sure that the technical staff sent to lecture have a better knowledge of the host country in order that their suggestions may be less general and more concrete.

D. TRADE PROMOTION ADVISORY SERVICE

Colombia's experience with advisers sent out by International Trade Centre has been satisfactory.

It is important that the advisers should have mastered the native tongue in order that the fullest possible advantage may be taken of their valuable experience. In certain specific cases, the possibility of extending their stay should be considered ir considered in order that they may offer their advice to other undertakings and official bodies, and that they may be able the better to acquaint themselves with the environment in which they are working.

(Letter from the Colombian Institute of External Trade)

C O S T A R I C A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. Product specifications.

Consumption data, consumers' preferences and end-users.

Estimates of future demand.

Information regarding commercial policy and fiscal measures, other trade regulations, etc.

Description and analysis of trade channels in importing countries.

Freight rates and transport costs and facilities.

Terms and conditions governing credit, contracts, arbitration, payment, insurance, etc.

List of importers and agents.

3. The information is considered adequate for the needs of our country.

4. Our national institutions for export promotion were only recently created and therefore we have no experience of this matter.

5. Carry out more frequently studies of interest to CACM countries, especially Costa Rica.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes, but it would be of greater value if it dealt with subjects of interest to Central American countries.

2. As our experience in the field of trade promotion grows, the information supplied by FORUM gains in importance.

3. Descriptions of national markets.

Descriptions of <u>developing</u> countries' export promotion efforts and techniques.

Descriptions of <u>developed</u> countries' export promotion efforts and techniques.

Modern marketing techniques.

COSTA RICA (cont'd)

Stories about export experiences of individual companies in developing countries.

Stories about export experiences of individual companies in developed countries.

4. Short articles.

5. The export prospects of the CACM.

6. The general presentation, and the conciseness of the articles.

(b) Handbooks

1. Yes.

2. Yes.

3. Yes. The figures and other data contained in the first publications should be updated.

4. Yes.

5. (a) Export Promotion by Private Sector Organizations
Organization and Management of Joint Export Marketing
Designing Products for Export Markets
Information on Trade Regulations - a Guide to Sources
Export Finance

(b) Export promotion by private sector organizations.

6. Yes.

7. (a) The Organization of Commercial Information
Simplification of Trade Procedures

(b) Simplification of Trade Procedures.

8. -

C O S T A R I C A (cont'd)

C. TRAINING PROGRAMME

1. Yes.

2. Yes.

3. -

4. Yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. No.

3. We have no experience.

4. It will be time to make suggestions when we have had more experience and a longer relationship with the Centre.

(Letter from the Ministry of Commerce and Industry)

C U B A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. In our opinion, the assistance rendered by the Centre's Market Information Service is, to a large extent covering the specific needs both of producers and exporters.

2. In our opinion, the following points are outstandingly useful without in any way decrying the others:

   Background data and general economic indicators;

   Consumption data, consumers' preference and end-users;

   Estimates of future demands;

   Information on the relative position of competing products and suppliers;

   Description and analysis of trade channels in importing countries;

   Information on quality, dimensions, packaging, etc.;

   Advice about sales promotion and advertising requirements;

   List of importers and agents.

3. We feel that the following aspects would also be of interest:

   (a) prices paid for exportable products on different markets;

   (b) conditions for delivery to different markets.

4. We can quote the specific case of the study on the market for prawns. Although our country had already been encouraging the export of this product before the appearance of the report, the latter gave this policy increased impetus. As a result of the investments made, Cuban prawn exports, which recently were worth about $300,000, should, during this year, reach approximately $4,000,000.

   We might quote the study on industrialized coffee as an example of an indirect contribution. This study has only just been concluded, and therefore cannot yet have made the direct contribution which we are sure from its high quality it will make. Nevertheless, the fact that an official of our export undertaking, Mr. Tirso Luís Joanicot, collaborated for nearly eight months with the officials of the Centre in drafting this study has done much to increase his experience, training and connexions with the market, and this is already showing in his work and, therefore, indirectly in the commercial field.

C U B A (cont'd)

5. Our country and, in general, all developing countries, need to train new technicians to meet the extremely urgent needs of development. We feel that, in this way, the participation of employees of the various export houses in the preparation of the different studies undertaken by the Centre would be of inestimable value and considerable help and, furthermore, we see this as a way of alleviating the Centre's staff problems. The experience gained in the study on soluble coffee is, in our opinion, proof of this point.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Our trade promotion services and export houses read the magazine FORUM with interest and consider your publication to be of considerable practical use.

2. Most definitely yes, although we cannot at the moment give specific instances.

3. In our opinion all the items mentioned are of interest, although we consider the following to be of greatest interest:

Commercial Policy Chronicle;

Descriptions of developing countries' export promotion efforts and techniques;

Stories about export experiences of individual companies in developed countries.

Adequate rotation of subjects is of considerable importance.

4. We feel that the most important point, as far as this is concerned, is to follow a flexible policy which is not confined within predetermined limits and which allows for variety in accordance with the subjects treated.

5. Subjects connected with economic integration in developed countries and especially their effect and implications for the trade of developing countries; the experiences of undertakings in developed or developing countries in connexion with the introduction of new products into the various markets; new production, processing, packing and consumption techniques for products traditionally exported to developing countries; restrictive, discriminatory and protectionist policies of developed countries vis-à-vis developing countries.

6. We like the presentation and layout of the magazine, and the variety of subjects covered.

C U B A (cont'd)

(b) Handbooks

1. We consider that all the handbooks mentioned are extremely interesting and useful in relation to the needs and activities of our country in the field of trade promotion.

2. Yes.

3. We feel that the handbooks which contain bibliographies and/or lists of undertakings engaged in foreign trade in different countries or regions, should be kept periodically up to date in order to serve their purpose. In this connexion, we believe that in view of the exceptional case of our country, which is a country with a centrally-planned economy but not included among the socialist countries of Europe, it would be logically appropriate to have a publication such as that which gave a list of foreign trade undertakings in Yugoslavia.

4. We feel this to be so even though there are certain specific works which, in view of the character of our economy, would not be of interest as, for example, Export Promotion by Private Sector Organizations, and Organization and Management of Joint Export Marketing.

5. (a) We feel that the most interesting of the subjects mentioned are:

Export Promotion - A Systematic Approach, and Official Commercial Representation Abroad.

(b) No.

6. Publications on the subjects mentioned will undoubtedly be of interest to us.

7. (a) In our opinion the Organization of Commercial Information should be given the highest priority.

(b) For the moment, as indicated in sub-paragraph (a).

8. (a) Guidelines for the development of a credit sales policy.

Organization of trade and design promotion departments.

C. TRAINING PROGRAMME

1. In our opinion, despite the fact that our participation in the Centre's Training Programme is fairly recent, we can already feel the positive results of this participation and, therefore, we feel that such a programme is filling a definite need in connexion with export promotion in our country and the persons responsible for this promotion.

C U B A (cont'd)

2. (i) Yes.

(ii) No. We have noted that our country has had certain difficulties in benefiting from courses organized by the Centre through various institutions in developed countries, as it has not so far proved possible for us to participate in any of these courses, though we have asked to do so.

3. We feel that the active participation of employees both of export houses and of trade promotion departments in different countries in preparing the various market studies conducted by the Centre as a major means of practical training could improve the Centre's training programme.

4. We regard the results so far obtained from participation in the International Trade Centre's Training Programme as very positive.

D. TRADE PROMOTION ADVISORY SERVICE

1. We consider that the Centre's Trade Promotion Advisory Service is at présent working well and is able satisfactorily to meet the export promotion needs of a developing country.

2. In our experience, the level and quality of the technical assistance given, and the actual work done in our country by promotion experts and advisers, have been satisfactory.

3. The Trade Promotion Advisory Service is preparing an export promotion study on Cuban rums and liqueurs. This study is still in its early stages and we cannot therefore see any increase in our exports so far.

4,5. We do not, at the moment, have any suggestions to make on the current activities and future rôle of the Centre's Trade Promotion Advisory Service. We feel that after we have assessed our first experiences in this field we shall be able to let you have such suggestions as we consider pertinent.

(Letter from the Permanent Mission, Geneva)

C Y P R U S

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. It is considered that the assistance rendered at present by the Market Information Service meets to some extent the needs of producers and exporters.

2. The information usually included in the Centre's studies is useful from the export promotion point of view.

3. With regard to the industrial products, such as footwear, ready-made clothing, travel goods, furniture, etc., information as to recent developments and trends in fashion and design would be of much interest.

4. In general, the information furnished by the Centre's Market Information Service has facilitated this Ministry's efforts for export promotion and has also guided the local manufacturers and exporters concerned.

5. Although we do not underestimate by any means the valuable work which is at present carried out by the International Trade Centre, nevertheless on the strength of experience gained, we wish to make the following concrete suggestion, which might be considered in detail by the competent Committees, before it is adopted:

   It is considered that the organizing of Trade Missions for individual countries by the International Trade Centre with the participation of manufacturers/exporters of light industrial products, such as those specified in (3) above, as well as government officials to visit developed countries of potential interest, will help in training our manufacturers/exporters in marketing techniques in their field. These Missions should cover only one type of product at a time, and be financed by the International Trade Centre.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. The information included in FORUM is of interest.

3. Market surveys for specific products.

   Descriptions of national markets.

   Descriptions of <u>developing</u> countries' export promotion efforts and techniques.

   Descriptions of <u>developed</u> countries' export promotion efforts and techniques.

C Y P R U S (cont'd)

Technical articles on different aspects of exporting.

Modern marketing techniques.

Lists of sources of information.

4. No preference.

5. Trade inquiries, changes of import duties and other restrictions in international trade.

6. The information included in FORUM is generally of interest.

(b) Handbooks

1. Yes.

2. Yes.

3. All of these publications are of vital importance in export promotion and it would be worthwhile to reissue them.

4. Yes.

5. (a) Export Promotion - A Systematic Approach
Organization and Management of Joint Export Marketing
Trade Fairs and Exhibitions Guide
Designing Products for Export Market

(b) Up-to-date information as regards (a) above would be of interest.

6. Yes.

7. (a) Export Incentives
The Organization of Commercial Information
Export Publicity

(b) Regular information on (a) above is of interest.

8. Trade restrictions by individual countries or group of countries would be useful information.

C Y P R U S (cont'd)

C. TRAINING PROGRAMME

1. Yes.

2. (i) Yes.

   (ii) We are not fully aware of the training in export promotion given through these institutions and, therefore, we cannot comment. As regards the training in export promotion given by the United Kingdom Board of Trade and that of Commercial Attachés in Copenhagen which were attended by two officers of the Ministry of Commerce and Industry, both courses were found to be of interest and useful in our export promotion efforts.

3. It would be of interest if the training programmes included practical training as well.

4. Yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. As we have not had much experience of this kind we cannot comment.

2. No.

3. To some extent, yes.

4. Executives of industrial concerns in new fields need practical experience in export promotion and the activities of the Trade Promotion Advisory Service should also be directed towards this line. In particular, we feel that the organization of Trade Missions as suggested in A.5 above will prove useful for this purpose.

5. Expert advice in connexion with export promotion is of interest to Cyprus and it is recommended that this service should continue to be given to interested countries.

(Letter from the Ministry of Commerce and Industry)

E C U A D O R

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Although Ecuador has not asked the Centre to carry out any specific studies of products in relation to markets of interest to this country, surveys which have been published, such as those on the Market for Manioc, the Fresh Fruit and Vegetable Markets in Seven European Countries, Major European Markets for Shrimp and Prawns, Western European Market for Plywood and Veneer and the European Market for Citrus Juices, with which we in this office are acquainted, have provided guidance for the trade promotion work done by the General Directorate for Foreign Trade. Those studies are, in general, complete, and contain the information necessary for a knowledge of the markets investigated, the prospects they offer for the placing of goods, and other information of use in furthering the country's export promotion activities.

2. In general, the information supplied by the Centre, through its Information Service, covers all aspects of interest in connexion with the facilitation and promotion of exports. We have listed the most useful items of information below:

   product specifications;

   information regarding commercial policy and fiscal measures, other trade regulations, etc.;

   description and analysis of trade channels in importing countries;

   freight rates and transport costs and facilities;

   information on quality, dimensions, packaging, etc.;

   terms and conditions governing credit, contracts, arbitration, payment, insurance, etc.;

   list of importers and agents;

   unit import prices c.i.f. and trading margins.

3. One aspect of particular interest is the providing of up-to-date knowledge concerning the most favourable preferential customs tariffs applied to manufactured and semi-manufactured products under headings 01 to 25 of the Brussels Tariff Nomenclature, especially in the United States, Western Europe and Japan.

4. Although market information supplied by the Centre has not yet directly contributed to an increase in exports, it can be stated that consideration of the conclusions of studies received has made it easier to identify domestic and foreign obstacles to the exploitation of existing demand. By way of example, we would mention that as Ecuador is a plywood producer,

ECUADOR (cont'd)

and as it exports significant quantities to the ECLA markets, the study of this product, carried out by the Centre, helped us to make a fairly accurate estimate of existing prospects with a view to exploiting demand in the United States and Western Europe, and to compare our own equivalent production prices and the preference and quality requirements mentioned in this study. Sales will increase to the extent to which we are able to give the producer some incentives and facilities with regard to credit, insurance, etc., at the national level.

5. To meet the special needs of countries like Ecuador, the Service should publicise more widely the services it offers at governmental level and in the main economic sectors, in order that they may be known to a larger number of public and private bodies.

Further, we regard it as essential that the Centre should consider the possibility of sending, at least to the governmental bodies responsible for export promotion in each country, a copy of the market studies it publishes. In our case, such publications should be sent to the General Directorate of Foreign Trade of the Ministry of Industry and Commerce whenever they are of interest in connexion with the work done by this department; this applies to studies of the rice market, the cotton oil market, the tropical sawn wood market, etc., and the short market studies already published which have not reached Ecuador.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Looking carefully through the magazine FORUM, we find that it includes studies, commentaries and items of information on markets, techniques and different aspects of the broad field of export promotion, all of which are relevant and useful for facilitating tasks connected with promotion. However, we are concerned about the fact that the section entitled "Commercial Policy Chronicle" is too condensed since it is the part of the magazine which gives the latest news about measures relating to changes in customs and trade legislation. Although the Centre can provide further information on request, it would seem advisable for each number to contain a somewhat fuller account of such new developments.

2. The authorities publish all the items of information relative to export promotion which are constantly included in FORUM and which are of interest to the commercial and industrial sectors. Facts about means of exporting, and ways of putting importers and potential buyers in touch with one another have also been supplied, as well as information about specific conditions of sale, preferences and outstanding aspects of marketing.

The information and practical ideas continually offered by the magazine have not yet been translated into actual exports. It is first necessary to eliminate internal obstacles connected with domestic supply and the

ECUADOR (cont'd)

absence of government machinery for promoting, stimulating and facilitating exports of manufactured and semi-manufactured products. In this connexion, this export promotion Office is preparing a list of minimum requirements for an adequate promotion policy, many of which have been mentioned in FORUM.

3. All the articles are very useful for the Government's trade promotion efforts, both the studies on marketing and products and technical and practical aspects of promotion, and the other articles which cover a varied range of subjects connected with foreign trade. Nevertheless, we feel that the inclusion in FORUM of a section on c.i.f. prices, on the main markets for manufactured or semi-manufactured products, especially those listed under the Brussels Tariff Nomenclature Headings 1-24, would be extremely useful for Ecuador.

4. Either alternative is suitable, depending on the subjects chosen. In our opinion, both the publication of several articles in a single number of the magazine, with special stress on export promotion, and numbers devoted to one or two subjects, dealing in detail with current aspects of market studies or to specific topics such as advertising, etc., would be of interest.

5. The following might be mentioned as some of the subjects which could be covered:

export promotion legislation in developing countries;

tariffs in force in the main economic blocks in respect of products originating from developing countries;

demand for tropical products;

types of packaging suggested for given products;

rates for freight, transport, etc.;

summary of the activities of the main bodies connected with international trade.

6. The way in which the subjects are dealt with in the magazine is, in general, satisfactory.

(b) Handbooks

This Office has, on various occasions, repeated its request that it be sent all handbooks published by the Centre. However, it has only received the studies entitled "Manual on the Compilation of Basic Information on Export Markets" and "Manual: Export Marketing Research for Developing Countries".

ECUADOR (cont'd)

For the above-mentioned reason it is impossible for us to answer Questions 1, 2 and 3 of this section properly. However,- to comment on those handbooks we did receive - we found them to be of help in practical work, especially that of the General Directorate of Foreign Trade.

4. Generally speaking, these publications are useful as they are essential for a knowledge of different export promotion methods and techniques.

5. (a) The following subjects deserve special mention:

export promotion and incentives;

institutionalization for practical promotion, etc.; and

experiences of industrialized countries.

(b) The organization required for carrying out export promotion programmes should be stressed.

6. In general, the publications of the International Trade Centre are useful. However, preferential attention should be given to solving the common problems affecting developing countries.

C. TRAINING PROGRAMME

1. The Training Programme effectively helps those institutions in developing countries which are endeavouring to stress all aspects of exporting, for which promotive work they need to be able to rely on suitable staff.

2. We cannot give a final opinion on this as Ecuador has only received two fellowships. We also have to record the fact that we have not been favoured with any technical missions.

3. The International Trade Centre should carry out a collective training programme, with export promotion courses or seminars on the specific problems of developing countries. For that purpose, it would be useful, for example, to organize such programmes at the regional level, that is to say for Latin American countries, African countries, etc.

4. Most definitely the trainees are better equipped after receiving export promotion vocational training.

D. TRADE PROMOTION ADVISORY SERVICE

Unfortunately our country has not benefited from this technical assistance, so we cannot give an opinion. We can make some comments on Questions 4 and 5.

4. The necessary conditions, dates and costs of technical assistance for all countries could be circulated in order that possibilities of applying to the service may be known.

5. We might suggest that it is a matter of helping by means of this Service all the developing countries and giving a preference to those which have major foreign trade problems.

(Letter from the Director General of Foreign Trade, Ministry of Industry and Commerce)

ETHIOPIA

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. Information regarding commercial policy and fiscal measures, other trade regulations, etc.

   Description and analysis of trade channels in importing countries.

   Freight rates and transport costs and facilities.

   Information on quality, dimensions, packaging, etc.

   Terms and conditions governing credit, contracts, arbitration, payment, insurance, etc.

   Advice about sales promotion and advertising requirements.

   List of importers and agents.

3. List of investors from developed countries who wish to participate in the production of export goods. Also market research companies.

4. -

5. (a) Publications do not reach us promptly.

   (b) By concentrating on items we checked in Question 2 above.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. No, because it does not circulate widely among traders.

3. (a) Commercial Policy Chronicle.

   (c) Market surveys for specific products.

   (e) Descriptions of developing countries' export promotion efforts and techniques.

   (g) Technical articles on different aspects of exporting.

   (h) Modern marketing techniques.

   (i) Lists of sources of information.

E T H I O P I A (cont'd)

4. Few long articles exploring a subject in depth.

5. The list is too long to include here.

6. -

(b) Handbooks

1. Yes.

2. Yes, except sometimes information contained is out of date.

3. We have not received all these publications although we request them all the time; hence cannot answer.

4. Yes.

5. (a) Official Commercial Representation Abroad; Trade Fairs and Exhibitions Guide; Designing Products for Export Markets; Packaging for Export Markets; Standarization and Quality Control for Exported Products; The Rôle of the Freight Forwarder in Developing Countries.

(b) -

6. Yes.

7. (a) The Organization of Commercial Information.

(b) -

8. -

C. TRAINING PROGRAMME

1. Yes.

2. (i) Yes.

(ii) Not very much.

3. -

4. -

D. TRADE PROMOTION ADVISORY SERVICE

We do not have much experience of the working of the Trade Promotion Advisory Service or the methods it uses. But in the only field in which we have requested an advisory service, the expert has completed a useful report.

(Letter from the Director General of the Imperial Ethiopian Ministry of Commerce and Industry)

G A B O N

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. The following information is the most useful to us:

Background data and general economic indicators;

Product specifications;

Statistical data on international trade in the products concerned;

Consumption data, consumers' preference and end-users;

Estimates of future demand;

Information regarding commercial policy and fiscal measures, other trade regulations, etc.;

Description and analysis of trade channels in importing countries;

Freight rates and transport costs and facilities;

Information on quality, dimensions, packing, etc.;

Price trends and outlook;

Terms and conditions governing credit, contracts, arbitration, payment, insurance, etc.

3. No.

4. No.

5. -

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes, but not many; this is true mainly of the senior officials.

2. No, because this information has not often been utilized.

3. (a) Commercial Policy Chronicle

(c) Market Surveys for specific products.

(d) Descriptions of national markets.

(e) Descriptions of developing countries' export promotion efforts and techniques.

GABON (cont'd)

(g) Technical articles on different aspects of exporting.

(h) Modern marketing techniques.

(j) Stories about export experiences of individual companies in developing countries.

4. Fewer, but very comprehensive articles.

5. Cocoa, coffee, sugar, flour, plastics, small-scale bakeries, pulping of coffee berries, etc.

6. We like everything about the magazine.

(b) Handbooks

1. Yes.

2. Yes.

3. -

4. Yes.

5. (a)

(b)

6. Yes.

7. -

8. -

C. TRAINING PROGRAMME

1. Yes.

2. (i) -

(ii) -

3.

4. The training courses are held at too high a level. There is not enough practical work.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. No.

3. No.

4. -

5. -

(Letter from the Department of Economic Affairs)

G U A T E M A L A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. -

2. We find it difficult to select the most useful items from the list given of the studies carried out by the Centre, as all of them are valuable analytical elements for the market promotion of any product; and for this reason we feel that all the points given complement one another and form the basis for a market study.

3. Product restrictions, especially in the main markets.

   Competition from substitutes.

   The main marketing centres of various countries.

4. We do not have any direct knowledge of this, as the Market Information provided by the Centre has served as publication material for the promotion of exports which are in the hands of private enterprise, on the operations of which the Government keeps no check.

5. The Centre could second certain experts and send them to our country in order that they might carry out studies on the feasibility of producing new products for which a demand exists abroad. It would also be most useful if a study were initiated on the establishment of financial institutions, especially in the public sector, exclusively concerned with the production for export of the products recommended by the studies mentioned in the preceding paragraph.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. At present FORUM is of good practical value to the Department, as it provides information in an effective form about new trends and changes in world trade policy. For our exporters it does not provide all the help it could as it is not sufficiently widely distributed, so that many exporters are unaware of its existence.

2. Although in some cases it has been useful as a guide, in general it has not been possible to derive maximum advantage from it as we only receive it intermittently.

3. Description of national markets.- Market Surveys for specific products.

   Descriptions of developing countries' export promotion efforts and techniques.

   Description of developed countries' export promotion efforts and techniques.

GUATEMALA (cont'd)

Modern marketing techniques.

Stories about export experiences of individual companies in developing countries.

4. One of the features we like best in the magazine is its studies of different subjects in which it deals with the special characteristics of each country, though we do not quite like the fact that so little interest is shown in Central America.

5. In our opinion, a magazine with a small variety of longer articles would be more useful than whole issues devoted largely to a single subject.

6. The various types of classification of manufactured and semi-manufactured products, and export promotion techniques for both groups of products in developing countries.

A series of publications might be undertaken, showing the main import and export restrictions practised by various countries throughout the world.

(b) Handbooks

1. In our opinion these publications could be of great use. Advantage has not been taken of them yet owing to lack of publicity reaching the sectors concerned, because the institutions in Guatemala receiving the material and dealing with export promotion have not had a chance to make use of the publications and circulate them more widely owing to lack of funds.

2. Among the publications in preparation we would give high priority to:

Export incentives;

Export finance.

As it is clear that the Centre's publications are only being received irregularly, which must no doubt be due to a lack of knowledge as to which bodies and institutions in the country are responsible for trade - this may have been the reason why the publications have been arriving in offices which are in no way concerned in the matter - we feel it advisable to give below a list of the institutions responsible for foreign trade in Guatemala*

C. TRAINING PROGRAMME

So far it has not satisfied any need, because owing to lack of publicity in some cases and the belated arrival of information on training programme activities in others, it has not been possible for our exports to benefit from it.

(Letter from the Ministry of Economic Affairs)

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*Not reproduced in this document.

G U Y A N A

Although Guyana supported the idea of the Trade Centre at the GATT in 1967, the experience of the Ministry of Trade in Guyana with the Centre has been very limited. The Export Council which will, of course, deal more regularly and widely with the Centre's services is now being constituted.

In the circumstances until further experience has been achieved the Ministry of Trade is not in a position to answer such a detailed questionnaire.,

(Letter from the High Commission, London)

I R A N

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. -

2. Information on the relative position of competing products and suppliers.

   Information regarding commercial policy and fiscal measures, other trade regulations, etc.

   Information on quality, dimensions, packaging, etc.

   Advice about sales promotion and advertising requirements.

3. -

4. -

5. More specific market studies for Iranian exports. The following items are of particular interest:

   Cotton, cashmere, skins, carpets, dried fruits (pistachio, raisins, apricots) cumin seeds, vodka, petrochemicals (sulphur, P.V.C., D.B.C.) detergents, aluminium.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. No.

3. Market surveys for specific products.

   Descriptions of national markets.

   Descriptions of developing countries' export promotion efforts and techniques.

   Descriptions of developed countries' export promotion efforts and techniques.

   Lists of sources of information.

   Stories about export experiences of individual companies in developing countries.

   Stories about export experiences of individual companies in developed countries.

I R A N (cont'd)

4. Short articles.

5. Descriptions of national markets.

Descriptions of developing countries' export promotion efforts and techniques.

Descriptions of developed countries' export promotion efforts and techniques.

Lists of sources of information.

Stories about export experiences of individual companies in developing countries.

Stories about export experiences of individual companies in developed countries.

6. It arrives late. An air edition should be arranged.

(b) Handbooks

1. Yes.

2. Yes.

3. Yes. The publications should be updated.

4. Yes.

5. -

6. Yes.

7. -

8. -

C. TRAINING PROGRAMME

Our experience in this connexion is rather limited. We cannot express an opinion on the Training Programme.

D. TRADE PROMOTION ADVISORY SERVICE

We have not fully taken advantage of the services rendered by the Centre's Trade Promotion Advisory Service.

(Letter from the Export Promotion Centre)

I R A Q

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. The Ministry of Economics has not requested the International Trade Centre to provide it with marketing information and possibilities regarding Iraqi exports abroad.

2. Background data and general economic indicators.

   Product specifications.

   Estimates of future demand.

   Information on quality, dimensions, packaging, etc.

   Advice about sales promotion and advertising requirements.

   List of importers and agents.

3. No.

4. We should be grateful if your future studies included marketing possibilities for Iraqi dates.

5. Please refer to paragraph 1 above.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. No.

3. Commercial Policy Chronicle.

   Market surveys for specific products.

   Descriptions of developing countries' export promotion efforts and techniques.

   Descriptions of developed countries' export promotion efforts and techniques.

   Modern marketing techniques.

4. Short and varied articles.

5. Articles dealing with Iraqi dates designed to introduce them as a cheap food of a high nutritional value rather than a fruit as many countries treat them.

6. The magazine is considered useful and valuable from the objective side.

I R A Q (cont'd)

(b) Handbooks

1. Yes.
2. Yes.
3. -
4. Yes.
5. (a) Manual of export promotion techniques and manual of export marketing.

   (b) No.
6. Yes.
7. (a) Export Incentives.

   (b) No.
8. None.

C. TRAINING PROGRAMME

1. Yes.
2. (i) Yes.

   (ii) Yes.
3. No.
4. Yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.
2. No.
3. The publications issued by the Centre, as well as the training courses it conducts, are undoubtedly considered one of the effective means for the developing countries to devise a dynamic trade policy, particularly concerning promotion of exports.
4. No.
5. No.

(Letter from the Permanent Mission, Geneva)

I S R A E L

We have already commented on a similar request earlier this year.*

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

As far as the market studies are concerned, the only new study mentioned in your annex which reached us after our earlier reply is the study on fresh fruits and vegetables in seven European countries. We have contacted the leading exporters of these products in order to obtain their evaluation. They found the information included in this study highly interesting, and this in particular due to the fact that on some of these products relatively little information is available in print.

Of course this study was not especially devised for the export of vegetables and fruits from Israel, and therefore does not include all the information we should like to have. Nevertheless this material was a valuable source of information.

As to your question about the information usually included in the market studies, we would like to say that while all the points mentioned under Question 2 are of interest and relevance to market studies of a particular product, we would like these studies also to pay particular attention to an analysis of trade channels in importing countries, price trends and outlook.

B. PUBLICATIONS PROGRAMME

As to the publications programme which on the whole is very useful, I would like to make only one critical comment with regard to the FORUM, viz. that the information included under the title "Commercial Policy Chronicle" is of little value since it appears very late and does not cover all the changes that took place in this field during this period. Since there are other publications such as the Journal of the Board of Trade, Bulletin du Commerce Exterieur, MOCI, etc., which appear on a weekly basis, there seems to be little point in publishing the same information with such a delay; I would recommend the elimination of this Chronicle if it cannot be published in a more up-to-date manner.

C. TRAINING PROGRAMME

As far as the training programme is concerned, Israel has benefited from the participation of Mr. Menahem Levinstein of the Ministry of Agriculture, who took part in the Training Course on Trade Promotion in Copenhagen under the auspices of the Danish Government and UNCTAD/GATT ITC in the Research Institute of the Copenhagen School of Economics and Business directed by Mr. L. Stetting. We have contacted this participant, who has just returned from Copenhagen. He found that this course was extremely well organized and the material very interesting for his future work in the Ministry. The material he received during this course may be of value not only for him but also to others in that Department.

(Letter from the Export Market Research Department)

*See ITC/AG/6 for the reply.

I V O R Y C O A S T

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. Consumption data, consumers' preference and end-users.

   Estimates of future demand.

   Information on the relative position of competing products and suppliers.

   Description and analysis of trade channels in importing countries.

   Price trends and outlook.

   Advice about sales promotion and advertising requirements.

   List of importers and agents.

3. -

4. We are not yet in a position to give such examples, but this is mainly due to the absence of adequate internal machinery. We are certain that in 1970 some of the Centre's market studies will help to focus and stimulate the Ivory Coast's promotional activities at trade fairs in various countries.

5. We have not yet given sufficient thought to this, and we shall inform you of our special needs as they make themselves felt; we merely hope that the Centre will always be prepared to meet these needs.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Our administration receives FORUM, but our trade promotion services exist for the most part only in embryo and are not co-ordinated; they will not be properly developed and organized until 1970. The private sector in the Ivory Coast, consular assemblies and exporters' associations do not apparently receive FORUM.

   We therefore communicate the addresses of these bodies to you:* and we should be grateful if you could arrange for them to receive your magazine regularly.

2. Not yet, for the reasons stated above.

3. Market surveys for specific products.

   Descriptions of <u>developing</u> countries' export promotion efforts and techniques.

   Descriptions of <u>developed</u> countries' export promotion efforts and techniques.

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*Not reproduced in this document.

I V O R Y C O A S T (cont'd)

Modern marketing techniques.

Stories about export experiences of individual companies in developing countries.

Stories about export experiences of individual companies in developed countries.

4. The idea of having a whole issue devoted largely to a single subject seems to offer certain advantages: more particularly, it makes it easier to find one or several more relevant articles when one wishes to refer to a particular problem; in that case, the articles may be less numerous, but longer. An issue without any central theme should be composed of many short articles.

5. -

6. I particularly appreciate the clarity and conciseness of the articles published.

(b) Handbooks

1. We possess all existing publications, except the "Select Bibliography for Export Promotion Services in Developing Countries" (which we should like to receive) and the "Bibliography of Market Surveys by Products and Countries" and "Manufacturing and Trading Associations in Twenty-eight Countries" (which will in any case be reissued). These publications will be of great help to us in planning the statutes, organizational chart and operation of our Ivory Coast Centre of Foreign Trade, which is to be set up in 1970, and in guiding its first steps in market studies and promotional activities.

2. The coverage in the works in our possession seems to us to be very complete. The presentation of the first publications was of a rather rudimentary "roneo" type; more recent publications are presented admirably.

3. The "Manual of Export Promotion Techniques" might be reissued after being updated in the light of new initiatives recently taken by the promotion services of the countries under review.

4. With two exceptions, all the publications in preparation tend to be of considerable interest to the Ivory Coast export promotion services.

5. We wish we were already in possession of the volume entitled "Export Promotion - A Systematic Approach", because our great problem at present is precisely that of setting up an Ivory Coast Foreign Trade Centre. We are also impatiently awaiting the publication of:

   Official Commercial Representation Abroad;
   Export Promotion by Private Sector Organizations;
   Trade Fairs and Exhibitions Guide.

I V O R Y C O A S T (cont'd)

6. We fully approve the choice of subjects for future publications. Four of these publications would be particularly useful to us; these are:

   Export Incentives;
   The Organization of Commercial Information;
   Export Publicity;
   Bibliography on Marketing.

7. (a) We should like to see the work on the first two of the above subjects put in hand as soon as possible.

   (b) The directory of publicity agencies which will certainly be annexed to "Export Publicity" should show which of these agencies deal with subjects of interest to the developing countries. The "Bibliography on Marketing" should not confine itself to works published in (or translated into) English, Spanish or French. Some officials of the developing countries' export promotion services may conceivably speak other languages, and the bibliography might also list the best books in German, Italian or Portuguese, for example.

C. TRAINING PROGRAMME

1. Certainly. The progressive establishment of the Ivory Coast Foreign Trade Centre will require a fairly large qualified staff, and if we are not to depend entirely upon technical assistance, we shall have to train about a dozen Ivory Coast citizens for their new tasks by 1973.

2. With the possible exception of commercial representatives stationed in Europe, no Ivory Coast official has, to our knowledge, undergone training or attended a training seminar for export promotion organized by the Centre. This is mainly due to the absence of any candidates from the Ivory Coast. We have, however, this year nominated a candidate for the Training Course organized jointly by the Belgian Office de Coopération au Développement and the Centre at the Institute for the Developing Countries of the State University Centre at Antwerp.

3. In view of the shortage of key staff in virtually all developing countries, the authorities in these countries find it very difficult to detach their officials for long training periods; such periods should therefore not be longer than one to three months. Training programmes extending over six or nine months are useful only if they are intended for very junior officials who have been newly recruited and have just left school or graduated from university. Since these officials have never discharged administrative or technical duties in their service, their absence on training does not leave an unacceptable gap. Too often, however, the Centre's programmes are intended for senior officials, or for those with several years' experience who, nearly as often, cannot leave their posts.

I V O R Y C O A S T (cont'd)

4. See reply to Question 2.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes. We have moreover requested UNDP for technical assistance, asking for an expert of the Centre's Trade Promotion Advisory Service to be seconded for three months to our Department, with a view to making recommendations for the establishment of the Ivory Coast Foreign Trade Centre.

2. Mr. Mironesco came to the Ivory Coast in August 1969 on a fact-finding mission; it is too soon to judge the benefit which our country may derive from this visit.

3. A joint ITC UNCTAD/GATT and FAO mission was in the Ivory Coast in April and May 1969 to study the establishment of an International Tropical Timber Office; this Office is still at the project stage.

4. -

5. -

(Letter from the Department of Economic Affairs and Foreign Trade Relations)

J A M A I C A*

A. MARKETING INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. Background data and general economic indicators.

   Statistical data on international trade in the products concerned.

   Estimates of future demand.

   Information on the relative position of competing products and suppliers.

   Description and analysis of trade channels in importing countries.

   Freight rates and transport costs and facilities.

   Advice about sales promotion and advertising requirements.

   List of importers and agents.

3. It is felt that the various aspects of market information have so far been adequately covered.

4. Information obtained from the Market Information Service was of great assistance in setting up our National Export Council.

5. At present it appears that the Service is doing an adequate job, but no doubt a more careful assessment will be made in due course by the newly established National Export Council.

C. TRAINING PROGRAMME

1. Yes.

2. (i) Yes.

   (ii) Yes.

3. No.

4. Yes.

(Letter from the Ministry of Trade and Industry)

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*In the covering letter the Ministry of Trade and Industry has stated that the replies to the questions appearing in Sections B and D can be given only at a later stage, since a proper assessment can be undertaken only after the newly established National Export Council have had sufficient experience to base informative replies.

K E N Y A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes, the assistance rendered by the Market Information Service meets partially the specific needs of producers and exporters. However, it is felt that more practical sales oriented market surveys designed to cater for the need of exporters in specific developing countries related to their sales in their adjoining as well as near and potential markets is necessary, if the exporters in developing countries are to be able to market not only their primary exports but also certain processed and manufactured items.

2. All the information usually included in the Centre's studies is useful, and should be continued to be provided. However, the following information is considered to be very important:

   Product specifications;

   Consumption data, consumers' preference and end-users;

   Estimates of future demand;

   Information on the relative position of competing products and suppliers;

   Information regarding commercial policy and fiscal measures, other trade regulations, etc.;

   Description and analysis of trade channels in importing countries;

   Freight rates and transport costs and facilities;

   Advice about sales promotion and advertising requirements;

   List of importers and agents.

3. As freight, transportation, clearing and forwarding has an important bearing on exports of developing countries, some information on this aspect should be included in the studies.

4. Our exporters have found some of the studies produced by the Centre interesting. However, it is impossible to pinpoint the effect of these studies and their contribution directly or indirectly on the export performance in any one sector of exports.

5. The Centre's Market Information Service can contribute more effectively towards improvement of our exports by carrying out specific surveys for specific products in specific markets where there is a potential or already existing market for our products.

KENYA (cont'd)

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. The trade promotion services, e.g. the Kenya Export Promotion Council, the Kenya National Chamber of Commerce and Industry, the Association of East African Industries and the various statutory marketing organizations, find FORUM interesting. However, here again, it might be useful to include an article on markets for a specific commodity of interest to developing countries, in every issue. Besides, FORUM should also carry out specific trade enquiries which can result in business organizations in our country establishing contacts with the enquirers. Furthermore, specialized articles on specific aspects of exporting could be useful (e.g. financial and credit in normal exporting, appointing salesmen and agents/distributors abroad, documenting export shipments, advertising for exports). Whereas some articles can be generally based, others should be specifically related to particular markets on each of the individual markets.

2. It is extremely difficult to state precisely what the practical impact of FORUM has been on our trade.

3. Market surveys for specific products.

Descriptions of national markets.

Descriptions of developing countries' export promotion efforts and techniques.

Descriptions of developed countries' export promotion efforts and techniques.

Technical articles on different aspects of exporting.

Modern marketing techniques.

Lists of sources of information.

Stories about export experiences of individual companies in developed countries.

4. We would prefer alternate issues wholly devoted to single subjects relevant to developing countries' export needs. The other issues can carry individual articles which mainly focus on the practical aspects of exporting, by commodities and markets.

5. Articles in future issues should cover commodities of interest to developing countries in relation to their marketing in specific markets. There should also be articles related to development of exports of processed, semi-manufactured and manufactured goods among developing and

KENYA (cont'd)

to the developed countries. Furthermore, as already stated, articles on specific aspects of exporting should also be included.

6. The magazine needs to carry more practically oriented articles and information which will enable our businessmen to take immediate action with a view to securing export markets or acquire some useful information related to exports.

(b) Handbooks

1. Yes, the publications are useful in the context of the trade promotion needs of our country.

2. Yes.

3. The following publications should be updated and reissued:

"A Select Bibliography for Export Promotion Services in Developing Countries" - requires updating as well as inclusion of information on countries not covered.

"A Bibliography of Market Surveys by Products and Countries" - an additional edition to include further information on new surveys is required.

"Manufacturing and Trade Associations in Twenty-eight Countries" - updating to include more countries is necessary.

4. The publications in preparation will be extremely useful in the context of our current export promotion efforts.

5. (a) Official Commercial Representation Abroad
Export Promotion by Private Organizations
Exporting to Countries with Centrally Planned Economies
Designing Products for Export Markets
Standardization and Quality
Packaging for Export Markets
Control for Exported Products

6. Yes, these will be useful.

7. (a) Export publicity
Export incentives
The organization of Commercial information
Export finance
Simplification of trade procedures
Bibliography on marketing

KENYA (cont'd)

(b) No specific views.

8. The Centre should as a priority publish a comprehensive directory of major exporting organizations in developing countries and the products exported by these organizations.

Furthermore, on a country-by-country basis, the Centre should also publish an authentic directory of importers in developed countries, listing the products of their interest.

C. TRAINING PROGRAMME

1. Yes, except that it appears necessary for shorter courses to be organised in developing countries for officials, or individual or a group of developing countries with similar economic framework.

2. (i) and (ii) Yes.

3. The training programmes appear to be adequate.

4. Yes, the trainees have normally returned to their jobs better equipped to handle their work.

D. TRADE PROMOTION ADVISORY SERVICE

1. The Trade Centre's Trade Promotion Advisory Service as it operates at the present time is satisfactory.

2. No.

3. The survey of the market possibilities for Kenya pyrethrum extract in six Latin American countries, as well as the statistical information of selected products provided by the Centre, was found very useful by the recipients.

4. None.

5. The service as operating now is satisfactory. However, in order to make it more effective there is the necessity of expanding the service in terms of personnel required to carry out the same, as well as the necessary finance.

(Letter from the Ministry of Commerce and Industry)

M A D A G A S C A R*

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. The entire information is useful; the order of usefulness (i.e. of priorities) corresponds to the number of marks (one, two or three) placed against the items listed.

   Background data and general economic indicators. (3)

   Product specifications. (2)

   Statistical data on international trade in the products concerned. (3)

   Consumption data, consumers' preference and end-users. (3)

   Estimates of future demand. (2)

   Information on the relative position of competing products and suppliers. (2)

   Information regarding commercial policy and fiscal measures, other trade regulations, etc. (2)

   Description and analysis of trade channels in importing countries. (1)

   Freight rates and transport costs and facilities. (3)

   Information on quality, dimensions, packaging, etc. (3)

   Price trends and outlook. (2)

   Terms and conditions governing credit, contracts, arbitration, payment, insurance, etc. (3)

   Advice about sales promotion and advertising requirements. (2)

   List of importers and agents. (3)

3. For some agricultural products, it would be interesting to know the seasonal variations of supply and demand in the world market in different countries, and also how consumption would be affected if supply were spread over a longer period (development of off-season consumption, such as, for example, "summer oranges"). Madagascar is able to offer off-season products to the northern hemisphere. What appears to be competition in some instances may thus in reality be complementary and come to form part of a system of multinational product promotion.

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*The covering letter contains the following observation:

"Some answers may perhaps seem a little vague, but this is owing to the fact that our office has only recently been set up and has not had time to record concrete results from most of its activities."

M A D A G A S C A R (cont'd)

4. OMADEX (the Malagasy Export Office) has been operating for too short a time to be able to mention any concrete instances.

5. For the same reason as above, it is difficult to answer this question precisely. For the present, it may be said that OMADEX is interested in everything and will not be able to establish something like an order of importance until later.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. Yes, as far as initial exploration or first contact are concerned, which have, however, not yet led to specific results.

3. The degree of usefulness is indicated by the number of marks placed against items.

Commercial Policy Chronicle. (3)

Book reviews. (3)

Market surveys for specific products. (3)

Descriptions of national markets. (3)

Descriptions of developing countries' export promotion efforts and techniques. (3)

Descriptions of developed countries' export promotion efforts and techniques. (3)

Technical articles on different aspects of exporting. (2)

Modern marketing techniques. (3)

Lists of sources of information. (1)

Stories about export experiences of individual companies in developing countries. (2)

Stories about export experiences of individual companies in developed countries. (1)

4. The variety of subjects appears to offer a guarantee that every reader will find something of interest in each issue. The number and length of articles, on the other hand, seems less important and should depend rather on the greater or lesser usefulness of all or some of the subjects dealt with.

MADAGASCAR (cont'd)

Nevertheless, the publication of a number of issues on single subjects would probably be useful, provided that the subjects were of interest to all readers (this would not apply, for example, to a special issue dealing with a particular country, unless that country were specially selected).

5. Subjects it is desired to see covered, whether in the articles of FORUM or the manuals and pamphlets:

(i) cf. reply to A, Question 3, which may apply to any study of a particular agricultural product in that category;

(ii) measures adopted in the developing countries, or in some of them, to reduce production charges - results obtained;

(iii) comparative studies, by product, of c.i.f. charges (more particularly freight charges) from the ports of producer countries to those of the main importing countries or of the large world markets for products. Study or exploration of the problems of equalizing these charges (Madagascar would be interested not only in charges for its major export products, but above all in charges for those for which export development is recent or contemplated.);

(iv) study of the market or markets for secondary condiments (ginger, pimento, and so on);

(v) study of markets for medicinal plants and semi-processed products of such plants;

(vi) study of poultry products (particularly eggs);

(vii) problems and prospects for the exploitation and utilization of certain marine vegetable products, including more particularly seaweed, with special reference to their use as human and animal food.

6. The entire publication is interesting and attractively presented. What follows is therefore not a criticism but a suggestion. Export and marketing problems appear to be viewed particularly from a general or world standpoint. Would it not be possible to deal more extensively with internal export problems, many of which are identical or analogous for the developing countries? These problems might be studied for a particular country and, in addition, it would seem that some of them could be treated more generally and in depth. A section dealing with the supply of export products and the demand in import markets, limited, if need by, to officially approved agencies and excluding personal publicity, might surely make the publication even more responsive to actual needs and might also reveal the urgency of certain problems and suggest subjects for discussion.

MADAGASCAR (cont'd)

(b) Handbooks

1. Yes.

2. Yes.

3. Updating:

(i) Compendiums of sources or firms certainly involve periodic updating. This could be done by more supplementary information sheets, users being left to enter items in the original compendium. In this way, updated new editions, which are generally necessary for this type of document, could be spaced out, without the document becoming out of date.

Moreover, any new editions might provide for the space required for updating between two editions.

(ii) The same applies to the compendiums annexed to certain handbooks.

(iii) Export promotion measures adopted in the developing countries and (positive or negative) results obtained have undoubtedly many lessons to teach. Such information, for the period after the issue of certain handbooks, might be published in annexes to those handbooks.

4. Yes.

5. (a) For the publications in preparation, a descending order of priority is shown by the numbers entered against the items listed:

Export Promotion - A Systematic Approach (8)
Official Commercial Representation Abroad (6)
Export Promotion by Private Sector Organizations (11)
Organization and Management of Joint Export Marketing (10)
Multinational Product Promotion (9)
Exporting to Countries with Centrally Planned Economies - A Guide to Marketing Techniques (15)
Trade Fairs and Exhibitions Guide (1)
Designing Products for Export Markets (12)
Packaging for Export Markets (13)
Standardisation and Quality Control for Exported Products (7)
The Rôle of the Freight Forwarder in Developing Countries (14)
Information on Trade Regulations - Guide to Sources (2)
Bibliography of Product and Industry Journals (3)
Directory of Trade, Industry and Product Promotion Associations (5)
Annotated Bibliography of Market Surveys by Products and Countries (4)

(b) We have no special emphasis to propose for any subject.

MADAGASCAR (cont'd)

6. Yes.

7. (a) An order of priority for the items listed is shown, as for Question 5(a):

Export Incentives (1)
Export Finance (4)
The Organization of Commercial Information (3)
Export Publicity (5)
Simplification of Trade Procedures (2)
Bibliography on Marketing (6)

8. cf. reply to Question 5, the method of publication (magazine or pamphlet) would seem to be of secondary importance. However, to the extent to which delays in publication caused by the "flow rate" of the material in a magazine could be avoided or reduced, the pamphlet form seems slightly preferable.

C. TRAINING PROGRAMME

1. Yes.

2,3,4. Owing to shortage of staff, OMADEX has been unable to second any trainees and is therefore hardly in a position to give valid replies to these questions.

As regards trainees sent by other sectors of the Malagasy economy, comments on the training programme have been very favourable.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. The Service deserves the highest praise. More particularly, the statutes of OMADEX have been prepared with Mr. Masnata's advice and technical assistance.

The fact that the Office is having some difficulty in getting started and functioning properly is not due to any innate defects but to the external structure of the Malagasy administration.

3. Results of undoubted value have been obtained, an efficient body for action, OMADEX, having been planned and set up.

On the other hand, the export figures known to date do not show any positive results owing to:

(i) the fact that the Office is of very recent date and has so far only been able to sow a little, but not yet to reap;

(ii) delays in the publication of annual customs statistics;

MADAGASCAR (cont'd)

(iii) the world market situation with regard to the products with which OMADEX deals.

4. Present activities appear to deal above all with topical matters and to meet the needs of particular situations, which are often rather narrowly defined. Thus they meet certain requirements of the market situation obtaining at a given time or in the immediate future.

5. As regards the future rôle of this service, it might cover wider problems which are less immediate and perhaps deal with some of them at a multinational or world level, informing interested countries of the conclusions concerning them and suggesting useful initiatives and arrangements.

(Letter from the Office Malgache d'Exportation)

M A L A W I

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. As yet Malawi has made comparatively little use of the market information service. Such information as has been provided has proved both useful and informative. It is hoped in future to make more calls upon these facilities but this is largely a function of the speed of Malawi's economic development and diversification away from the few items which currently provide the vast majority of our export earnings.

2. A specific answer to this question is difficult in view of our lack of experience referred to above. At this stage of our development we need as accurate and comprehensive information as is available with particular stress being laid on those items which local exporters find difficult to obtain.

3. We are unable to comment at this stage.

4. Not as yet but we find quite a number of the market studies stimulate thinking on possible developments and provide us with information which is indirectly useful to us. Studies which have particularly interested us were those on manioc, cashew markets, fresh fruit and vegetables, rice, cottonseed oil, tobacco and leather, hides and skins.

5. We are unable to comment

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. Yes, but developments to date are comparatively minor.

3. Market surveys for specific products, in so far as they provide an indication to items which are likely to be of interest to Malawi.

   Descriptions of developing countries' export promotion efforts and techniques.

   Lists of sources of information.

   Stories about export experiences of individual companies in developed countries.

4. We feel that the in-depth article is probably more useful and informative.

5. Present coverage satisfactory.

6. The commercial policy chronicle provides a useful source of "extract items" and potential trade contacts.

M A L A W I (cont'd)

(b) Handbooks

1. Yes.

2. Yes.

3. Compendium of sources.

4. Yes.

5. No.

6. Yes.

7. (a) The Organization of Commercial Information and Export Publicity.

8. No comment.

C. TRAINING PROGRAMME

1. Yes, given that Malawi has made comparatively little use of them due to the shortage of suitable condidates.

2. (i) and (ii) We are really not qualified to answer as our only contact with ITC courses has been through our officials who have attended the GATT Commercial Policy Course. However, they have reported favourably on their contacts with the ITC.

3. Not qualified to answer.

4. On the basis of 2 above we are not qualified to reply.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes, as there is an obvious need for detailed on-the-spot assistance.

2. Our only experience has been the advice given by Dr. Liebich on the establishment of our tariff on a BTN basis. This assistance proved invaluable.

3. Not applicable to Malawi.

4. None at present.

5. This part of the service is invaluable to states like Malawi whose experience in this field is rudimentary. It is also felt that practical on-the-spot assistance is probably more useful than reports made on the basis of brief visits by experts. It is suggested that this aspect of the Centre's activities should be given greater publicity and attention.

(Letter from the Ministry of Trade and Industry)

M A L I

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. In our view, producers and exporters may greatly benefit from the activities of this Service, and the Centre will meet their real needs if they know how to frame their questions precisely and use its services efficiently.

   We believe, however, that the Centre should place less emphasis on general market surveys, giving priority to two other categories, i.e.:

   studies of special markets at the request of particular developing countries;

   brief market studies and information on particular aspects of marketing.

2. In general, all the information usually included in the Centre's studies is helpful, but the items which appear to us to be particularly important are these.

   Consumption data, consumers' preference and end-users.

   Estimates of future demand.

   Information regarding commercial policy and fiscal measures, other trade regulations, etc.

   Freight rates and transport costs and facilities.

   Information on quality, dimensions, packaging, etc.

   Price trends and outlook.

   Terms and conditions governing credit, contracts, arbitration, payment, insurance, etc.

   Advice about sales promotion and advertising requirements.

   List of importers and agents.

3. Since the Centre's financial resources are very limited, we believe that the studies at present cover a sufficiently wide field.

4. The exporters of some countries have so far not been able to benefit from the activities of the Service.

M A L I (cont'd)

5. In addition to its present activities, the Centre's Market Information Service might undertake a general study of all the export possibilities open to Mali.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Our trade promotion services and exporters do, indeed, find FORUM of practical value. In fact, it provides very useful information and describes very efficient techniques.

2. This is why the Government of Mali has established a Trade Promotion Centre under the Department of Economic Affairs.

3. Commercial Policy Chronicle.

Descriptions of developing countries' export promotion efforts and techniques.

Description of developed countries' export promotion efforts and techniques.

Technical articles on different aspects of exporting.

Lists of sources of information.

Modern marketing techniques.

4. We think that it would be more profitable if whole issues were devoted largely to a single subject.

5. In view of the importance of the above subjects, the Centre might for the present confine itself to them.

6. What we like about this publication is that it deals with very important and complex subjects of trade promotion in a clear manner.

(b) Handbooks

1. In connexion with the country's immediate needs, these publications are of inestimable service to us.

2. We think very highly of these works and are fully satisfied with their presentation.

M A L I (cont'd)

3. In place of a systematic review of handbooks already prepared, we would however prefer subsequent publications to deal with other subjects of modern trade.

4. Yes.

5. It would be desirable for the Centre to give priority to the following subjects:

Standardization and quality control for exported products;

The rôle of the freight forwarder in developing countries;

Official commercial representation abroad;

These studies should cover all aspects of the above problems in depth

6. Yes.

7. We would give priority to the following subjects:

Export finance;

Export publicity;

But all aspects of these problems should be studied thoroughly.

8. We may wish to make suggestions at a later date.

C and D. TRAINING PROGRAMME AND TRADE PROMOTION ADVISORY SERVICE

Since our country has not yet taken advantage of the Training Programme or of the Trade Promotion Advisory Service, we find it difficult to reply to the questions concerning these two services.

But in general, and as the Advisory Group of Experts on Trade Promotion recommended at its second session held at Geneva in March 1969, it would be more profitable for the developing countries if these two services were given priority over the other two.

At present the developing countries need above all to establish national, sub-regional and regional trade promotion services. Therefore the training of the officials who are to be employed in these services, and the need to give them as much good advice as possible quickly, should have priority.

(Letter from the Ministry of Finance and Trade received through the Ministry of Foreign Affairs and Co-operation)

M O R O C C O

A. MARKET INFORMATION AND JOINT PRODUCT PROMOTION

1. -

2. -

3. Yes, trends regarding substitute products, new products, freeze-dried or frozen products, etc.

4. No.

5. No special study has yet been made of Morocco. The Centre might send experts to make an on-the-spot study of certain subjects for the benefit of the Central Export Office for Agricultural Produce (OCE).

   The experts could also visit other countries to make similar studies of other products. The results of the studies could be published.

   The cost of such studies (experts and publication) should be borne by the Trade Centre.

   For your information, the OCE markets product to a value of $180 million each year. It is the largest State marketing organization for agricultural produce in all Africa, and perhaps in the world.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. No.

3. -

4. One issue per subject and, in particular, per product or per country, would make it easier to keep files without having to make cuttings.

5. Problems connected with transport and with handling in ports.

6. Volume V, No. 1 (February 1969) is perfect.

(b) Handbooks

1. -

2. Yes, as regards presentation, but often not sufficiently detailed because of trying to give general examples.

M O R O C C O (cont'd)

3. -

4. Yes.

5. (a) -

   (b) -

6. Yes, if proper use is made.

7. (a) A handbook on "Organization of Trade Information".

   (b) Studies of individual products and importing and exporting countries.

8. Future consumption trends for foodstuffs, particularly fruit and vegetables, preserved fish, preserved vegetables including fruit juices.

   The Centre has not yet made any study of the problem of beverages as a whole (wine, spirits, juices, aerated beverages, natural beverages, etc.)

(Reply received from the Office de Commercialisation et d'Exportation)

PAKISTAN

A. MARKET INFORMATION SERVICES AND JOINT PRODUCT PROMOTION

1. Yes.

2. Consumption data, consumers' preference and end-users.

   Estimates of future demand.

   Information on the relative position of competing products and suppliers.

   Information regarding commercial policy and fiscal measures, other trade regulations, etc.

   List of importers and agents.

3. The Centre's studies are quite comprehensive for our requirements.

4. The studies which have been placed in the hands of the trade have supplied them with valuable and reliable information which would help them in expanding their trade in the areas surveyed. But it is not possible to measure or assess the increase in exports which may have resulted from the information given in the reports.

5. (a) The studies published by the Centre are not received regularly and there is no method of ensuring that all such studies are actually received immediately after their publication. The Centre should supply to (1) the Ministry of Commerce, Islamabad, and (2) Export Promotion Bureau, Karachi, at least one copy each of all the studies published so far by the Centre, and in future ensure that the usual number of copies of all the publications issued by the Centre are sent to Pakistan to the above addresses. To ensure their receipt, the Centre should also send a routine circular letter separately, including therein the particulars of the studies supplied to Pakistan.

   (b) The Centre should also help the developing countries by making available to them market research and other studies conducted by other international organizations and public or private bodies in the world.

   (c) The Centre should associate Pakistanis in the market studies conducted on behalf of Pakistan or in the studies in which Pakistan is also vitally interested. Such association will provide the necessary expertise to Pakistani officials and would in course of time help Pakistan to build up the necessary experts for conducting such studies in future independently, conjointly and on behalf of the Centre.

P A K I S T A N (cont'd)

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. We have not carried out a survey to identify new trade contacts resulting from the information published in the FORUM.

3. Market surveys for specific products.

   Technical articles on different aspects of exporting - modern marketing techniques.

   Lists of sources of information.

4. Considering the limited time at the disposal of interested FORUM readers, we prefer short articles on specific subjects. The articles should be precise.

5. (i) Shift in consumer tastes with regard to design, colour etc. in the developed countries, for quick-moving manufactured products from the developing countries, e.g. shoes, leather goods, handbags, ready-made garments and carpets.

   (ii) Forecasts of demand for particular products, e.g. tea, cocoa, fruit-juices, highlighting sudden changes in consumption patterns.

6. The magazine is quite good and useful, but is received with considerable delay. We would suggest that copies should preferably be sent to us by airmail.

(b) Handbooks

1. Yes.

2. Yes.

3. In view of the rapidly changing world markets, the handbooks would need to be reviewed periodically and updated.

   The following aspects need to be given greater emphasis:

   Basic Information on Export Markets;

   Export Marketing Research for Developing Countries;

   Market Surveys by Products and Countries;

   Commodity Statistics.

PAKISTAN (cont'd)

4. Yes.

5. (a) The following subjects should be given higher priority:

Export Promotion by Private Sector Organizations;

Organization and Management of Joint Export Marketing;

Exporting to Countries with Centrally Planned Economies;

Trade Fairs and Exhibitions;

Designing Products for Export Markets;

Packaging for Export Markets;

Standardization and Quality Control for Export Products;

Information on Trade Regulations.

(b) With reference to the above subjects, the following aspects need greater emphasis:

Rôle of Export Houses;

Rôle of State Trading in exporting to the Socialist Countries;

In the field of standardization and quality control, possibility of regular consultation between institutions in the developing countries and appropriate institutions in the export market countries.

6. Yes.

7. (a) Export Incentives.

Export Finance.

(b) In the field of Export Finance, special emphasis should be given to Export Credit Guarantee Schemes.

8. We have no suggestions for the present.

P A K I S T A N (cont'd)

C. TRAINING PROGRAMME

1. Yes.

2. Yes.

3. (a) Detailed reports on individual training course, including recommendations of Training Groups, if any, should be made available to the developing countries.

(b) In addition to organizing the training courses for nationals of developing countries, the Centre should introduce audiovisual training programme, lectures or series of lectures, case studies, classroom discussions etc., by experts on important subjects should be filmed and distributed to the developing countries along with supporting text or texts for being shown to the exporters and Government officials concerned.

4. Yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. The standard of technical assistance rendered to Pakistan has been generally satisfactory.

3. The services provided by the Centre have been quite useful in the field of Export Promotion, though it is not possible to assess precisely the impact of such services.

4. (a) Suitable persons from Pakistan should also be engaged as experts.

(b) Wherever necessary, experts on production should also be arranged through UNIDO or other organizations along with the experts on marketing, as in many cases recommendations on marketing can be implemented only if consequential changes in production are also made to meet the latest demand patterns.

5. We have no suggestions at present.

(Letter from the Permanent Mission, Geneva)

PHILIPPINES

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. Background data and general economic indicators.

   Estimates of future demand.

   Description and analysis of trade channels in importing countries.

   Price trends and outlook.

3. Tariff rates, quotas and other trade barriers of importing countries.

4. Not yet, so far.

5. Make available all technical and statistical information, not only to the various public agencies concerned but more so to the export-import sectors (private) in the Philippines (through trade bodies, Chamber of Commerce, etc.).

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes, very much.

2. Yes, i.e. restructuring of Commercial Attaché services, simplification of export documents.

3. Commercial Policy Chronicle.

   Descriptions of national markets.

   Descriptions of developing countries' export promotion efforts and techniques.

   Descriptions of developed countries' export promotion efforts and techniques.

   Modern marketing techniques.

4. We prefer whole issues devoted largely to a single subject, e.g. "Advertising".

PHILIPPINES (cont'd)

5. Technical information on export insurance, export banks and ways and means to lower freight charges.

6. (a) We like the articles dealing with the commercial overseas bodies, e.g. Australian trade commissioner service, etc.

(b) Handbooks

1. Yes, very much.

2. Yes.

3. Yes - handbooks, directories and bibliographies should be periodically updated and re-issued yearly, if possible.

4. Yes.

5. (a) Subjects like "Information on Trade Regulations - Guide to Sources".

(b) Yes, subjects detailing Regional Export Promotion Groupings or Bodies, e.g. "Southeast Asian Export Promotion Body".

6. Yes.

7. (a) The organization of commercial information, etc.

(b) Export Incentives and Publicity.

8. Tourist promotion subjects.

C. TRAINING PROGRAMME

1. Yes.

2. Yes.

3. Include more foreign trade personnel like commercial attachés, analysts as grantees.

4. Yes.

P H I L I P P I N E S (cont'd)

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes, very much.

2. For the Philippines, experts on marketing and trade promotion and customs tariffs are badly needed.

3. Yes, to a certain extent.

4. Send more experts on trade promotion and assigning them for longer periods.

5. We suggest that the Centre's Trade Promotion Advisory Service train understudies in the country of assignment in their respective fields, where possible.

(Reply received through UNDP Resident Representative)

REPUBLIC OF VIETNAM

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. A number of the marketing studies published by the International Trade Centre are directly applicable to potential exports of Vietnamese products, and, when the present situation of emergency in our country comes to an end, we believe Vietnamese exporters will make extensive use of the studies.

2. We are convinced, in general, of the utility of making studies which not only concentrate on quantitative aspects but also include information on marketing techniques and qualitative aspects. To establish a priority among the information given in the questionnaire is difficult, i.e. because the competitive situation for our potential exports differs considerably from product to product and from market to market.

3. No.

4. The study on plywood and veneer has created increased awareness of the export possibilities of such products from our country which may lead to increased exports in the post-war period.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Trade promotion services - yes; exporters - probably.

2. ?.

3. (d) Description of national markets.

   (e) Descriptions of developing countries' export promotion efforts and techniques.

   (f) Descriptions of developed countries' export promotion efforts and techniques.

   (h) Modern marketing techniques.

   (j) Stories about export experiences of individual companies in developing countries.

5. More descriptions of Asian markets.

6. -

REPUBLIC OF VIETNAM (cont'd)

(b) Handbooks

1. Yes.

2. Yes.

4. Yes.

5. (a) Export Promotion - A Systematic Approach.

Organization and Management of Joint Export Marketing.

Trade Fairs and Exhibitions Guide.

Designing Products for Export Markets.

Export Finance.

Simplification of Trade Procedures.

(b) No.

6. Yes.

7. (a) Export Incentives.

Export Finance.

Simplification of Trade Procedure.

C. TRAINING PROGRAMME

So far only one Vietnamese trainee has participated in the ITC Training Programme. According to this trainee, these courses could be most useful for representatives from our Governmental agencies as well as from business circles.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. Vietnam has received direct assistance from the ITC/TPAS in the form of a fact-finding mission to Saigon in August 1969; the recommendations in the Centre's report are at present receiving the Government's careful attention.

REPUBLIC OF VIETNAM (cont'd)

3. The very fact that the above-mentioned Centre's report pinpoints problem areas in our export promotion framework, increases our awareness of the importance of a national effort for export promotion.

4. Our experience with the TPAS is too recent to enable us to suggest any modifications of its activities.

5. We attach much importance to the on-the-spot advice which the TPAS can supply to developing countries. We believe, therefore, that the TPAS should be further expanded. We consider the question of orientation as being relevant not only to the TPAS but to the Centre's other services as well. In the future, it may prove feasible for the Centre to offer more integrated service involving simultaneous assistance of advisory, training and marketing information. Such assistance should not be directed to countries on a general basis but, rather, be directed to supporting specific export promotion projects in the various countries.

(Letter from the Permanent Mission, Geneva)

S A U D I A R A B I A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Trade problems of developing countries are numerous and of different kinds. There is a need to bring these countries into a position to increase their export earnings and to find the resources to fulfil their import requirements. The Market Information Service, we believe, is a fruitful contribution on the part of the International Trade Centre that can be made to this end.

   We emphasize the need for more comprehensive market surveys on selected products with an export potential for developing countries. We suggest that the assistance on enquiries by developing countries concerning market prospects and techniques should be continued.

2. Statistical Data on International Trade in the products concerned.

   Information regarding commercial policy and fiscal measures, other trade regulations, etc.

   Freight rates and transport costs and facilities.

   Information on quality, dimensions, packaging, etc.

3. We appreciate that the Market Information Service already provided by the Centre is complete and almost all the important subjects are covered in the studies. However, the Centre should prepare reports occasionally on economic policies of different under-developed countries by providing current information on decontrol, devaluation, import and exchange controls and tariffs, etc.

4. -

5. At present we are benefiting collectively from the Market Information Service. In future, if there is any need of feasibility studies or any particular information is required to meet any special problem, we are sure to contact the Centre for help.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. We realize the FORUM is playing an important part in giving publicity to the export products of developing countries, and drawing attention to export market opportunities and making known export marketing and promotion techniques. But we want to point out that our businessmen do not find it of practical value due to language problems.

SAUDI ARABIA (cont'd)

FORUM appears in three separate language editions, i.e. English, French and Spanish. A large number of people living in the Middle East and in African countries where Arabic is spoken and written have been ignored. The majority of the businessmen living in this area use the Arabic language in their business, and governments too use it as their official language. Therefore we stress the need for another edition of FORUM, i.e. in Arabic.

2. Unfortunately we are not getting FORUM regularly and/or we receive its issues very late. However, on very many occasions we have found its information useful for our country's trade expansion.

3. Commercial Policy Chronicle.

Market Surveys for Specific Products.

Description of developing countries' export promotion efforts and techniques.

Description of developed countries' export promotion efforts and techniques.

Modern marketing techniques.

Stories about export experiences of individual companies in developing countries.

4. FORUM is a quarterly journal. Naturally, we would prefer to see many short articles on different subjects after a gap of three months. However, few long articles on two or three subjects in a single issue are tolerable and sometimes useful; but the idea of devoting whole issues largely to a single subject is not justified.

5. We would like to see in future issues subjects like "Export promotion by private sector organizations" and "The organization of Commercial Information", etc.

6. Not to be pessimistic, we appreciate the Centre and editorial board of FORUM for producing useful articles and helpful material for marketing and trade promotion personnel and businessmen in developing countries.

(b) Handbooks

1. We think we can profit from these publications through the experiences of a large number of countries in important fields of export promotion compiled by the Centre, and consider these to be useful for the trade promotion efforts of our country.

S A U D I A R A B I A (cont'd)

2. We believe so.

3. We think that the publication "Manual of Export Promotion Techniques" should be updated and reissued. Changes in the export promotion techniques in recent years of the countries concerned, and the experience and results they gained in connexion with the techniques adopted by them should be added to this manual.

4. We think so.

5. (a) Export Promotion - A Systematic Approach.

Official Commercial Representation Abroad.

Multinational Product Promotion.

Trade Fairs and Exhibitions Guide.

Designing Products for Export Markets.

Information on Trade Regulations - Guide to Sources.

Directory of Trade, Industry and Product Promotion Associations.

(b) It has been proved in past years that trade fairs and exhibitions have played an important rôle in the export promotion efforts of the developing countries. Moreover, it is a simple and practical means of bringing the consumers and producers together without the intervention of the middlemen. Thus we stress the need for more useful publications on trade fairs and exhibitions.

6. After checking the list of "Possible subjects for future publications", we consider these subjects useful to us.

7. (a) The subject of "The Organization of Commercial Information" would be of great utility for us.

(b) After examining the titles and the purpose of these publications, we think the subjects would reach their targets.

8. We reserve the right to request at a later date that further subjects be covered by Centre publications, according to our needs.

SAUDI ARABIA (cont'd)

C. TRAINING PROGRAMME

1. We consider the Centre's Training Programme as a useful and practical service for developing countries to meet necessary needs in their export promotion efforts. We are convinced of the importance of trained and qualified people in export promotion efforts of developing countries. Centre-based training courses in export promotion, as well as training facilities arranged by the Centre in developed countries for trade personnel of developing countries, are an admirable service offered by the Centre.

   As far as our country is concerned, we have not utilized this useful service of the Centre in the past. However, we are confident of being in close contact with the Centre in future in this connexion.

2. (a) and (b) We are sorry to state that we cannot give a solid answer to this question at this time, as our trade personnel or businessmen have not had any training from the Centre. However, we have thoroughly examined the projects completed in the past, particularly in 1968, and have also checked the description of the 1969 programme. On the basis of this source, we may say that the quality of the training in export promotion offered directly by the Centre and through the institutions of the developed countries is satisfactory.

3. We think that for improving the work of the training programme, symposiums could serve a very useful purpose in enabling the countries already running training courses to learn about each other's ideas, export promotion techniques and experiences. Moreover, these would help clarify the tasks of the Trade Centre in the training field. We stress the need for continuation of such consultations among people concerned with export promotion.

   We suggest that the developed countries should set up separate courses for the candidates of developing countries, because the normal courses for the candidates from developed countries have not always fitted the needs of the developing countries.

   We feel that courses should be as practical as possible. Theoretical teaching is also necessary, but it should be closely related to practical matters. Furthermore, the courses should be specifically adapted to the level of the trainees and to the administrative, economic and export structure of their country of origin. Trainees should be given the option of submitting their special wishes in respect of course aims and contents.

SAUDI ARABIA (cont'd)

There is a general need to make courses relevant to the degree of development of, and types of products exported by, the countries concerned. One of the developed countries adopted a very useful procedure for the modification of the courses in the past. Each month the trainees had to write a short report on what he had learned, and at the end of the course trainees were asked to give an assessment of it. On the basis of those assessments the courses were modified year to year. We suggest that such a practical procedure should be adopted by other developed countries as well as the Centre itself.

4. Please let this question stand in the same manner to be answered by us in future, when our trade personnel or businessmen avail themselves of the opportunity offered and provided by the Centre.

D. TRADE PROMOTION ADVISORY SERVICE

1. We feel that the Centre's Trade Promotion Advisory Service is of much importance. We are convinced that the present way in which it operates and the methods it uses are practical and useful for developing countries in the context of their export promotion efforts.

2. As yet we have not asked for any technical assistance, but we intend to in the near future.

3. How can we guess the impact, when we have not utilized this service?

4. The present activities of this service seem to be good and useful.

5. Sorry, we don't have any suggestions at this time.

(Letter from the Ministry of Commerce and Industry)

S I E R R A L E O N E

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. Estimates of future demand:

   Information regarding commercial policy and fiscal measures, other trade regulations, etc.

3. No.

4. Services have not been made use of as yet.

5. -

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. Yes.

3. (c) Market surveys for specific products.

   (e) Descriptions of developing countries' export promotion efforts and techniques.

   (f) Descriptions of developed countries' export promotion efforts and techniques.

   (h) Modern marketing techniques.

   (j) Studies about export experiences of individual companies in developing countries.

4. Long articles.

5. Inter-regional trade.

6. Its presentation.

SIERRA LEONE (cont'd)

(b) Handbooks

1. Yes.
2. Yes.
3. No.
4. Yes.
5. (a) Trade fairs and exhibitions.
   (b) Yes - export promotion techniques.
6. Yes.
7. (a) Export incentives.
   (b) Yes - simplification of trade procedures among developing States.
8. Trade restriction.

C. TRAINING PROGRAMME

1. Yes.
2. (i) Yes.
   (ii) Yes.
3. No.
4. Yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.
2. Their services have not been made use of.
3. Services have not been utilized.
4. No suggestions for the moment.
5. No.

(Letter from the Ministry of Trade and Industry)

S I N G A P O R E

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes. The MIS have so far furnished comprehensive reports in response to specific enquiries for market information, giving special emphasis to those originating from developing countries.

2. Of the fourteen suggestions, the following are considered most useful and are listed in order of importance:

   background data and general economic indicators;

   statistical data on international trade in the products concerned;

   information regarding commercial policy and fiscal measures, other trade regulations, etc.;

   price trends and outlook;

   estimates of future demand;

   list of importers and agents.

3. (a) A list of reliable commercial or governmental organizations equipped to supply information on basic market requirements for their respective territories should be included whenever possible. This is for easy reference to potential suppliers who require "on-the-spot" information on market conditions prevailing at that specific time.

   (b) Emphasis of market survey has been on primary commodities. Studies should also cover light industrial goods, e.g. textiles, canned foodstuffs, plastics produced by developing countries.

4. -

5. -

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Definitely informative but not often enough to be of substantial practical value. Perhaps the Commercial Policy Chronicle could be expanded and issued more frequently, e.g. monthly.

2. -

S I N G A P O R E (cont'd)

3. Useful articles and subjects include:

Commercial Policy Chronicle - for exporters;

book reviews - for private commercial libraries;

market surveys for specific products - for exporters;

technical articles on different aspects of exporting - for exporters;

modern marketing techniques - exporters;

description of developing countries' promotion efforts and techniques.

4. Preferably many short articles in a single issue with complete supplementary issues devoted to a single subject.

5. (a) Customs warehousing procedure.

(b) National trading organizations and their activities.

6. -

(b) Handbooks

1. -

2. Yes, satisfactory.

3. The following should be updated and reissued:

a select Bibliography for Export Promotion Services in developing countries;

a Bibliography of Market Surveys by Products and Countries;

surveys including statistical data on manufacturing industries be compiled and issued at regular intervals. Emphasis on manufactured products, e.g. consumer goods.

4. Yes.

5. (a) Information on Trade Regulations - Guide to Sources
Packaging for Export Markets.

(b) Information on Trade Regulations; in addition to guide to sources, a handbook on actual regulations existing in various countries should be compiled.

S I N G A P O R E (cont'd)

6. Yes.

7. (a) Export financing.

   (b) Yes - export publicity.

8. -

C. TRAINING PROGRAMME

1. Yes.

2. (i) Yes.

   (ii) Yes.

3. -

4. Yes, the training has benefited the individuals concerned.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. No comments.

3. It helped to set up or establish the Export Promotion Centre in Singapore. However, apart from providing general information and advisory services, we are also undertaking direct export marketing

4. -

5. -

(Letter from the Export Promotion Centre)

S W A Z I L A N D*

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. We have not yet availed ourselves of the assistance of the Market Information Service and are thus in no position to judge it.

2. The kind of information we are particularly seeking concerns:

   - background and general economic indicators;

   - estimates of future demand;

   - fiscal and trade regulations affecting specific exports;

   - price trends and outlook;

   - competing producers.

3.)
4.) Having not utilized this service we are not able to answer these questions.
5.)

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. We receive only one copy of each edition of FORUM which is read, when time permits, by staff in the Ministry of Commerce, Industry and Mines.

2. No specific actions have arisen from this magazine.

3. Commercial Policy Chronicle and market surveys of specific products are particularly useful.

4. Longer articles and single-subject issues are preferred.

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*The following observation appears in the covering letter:

"The answer is very sketchy but it is the best we can do. As you know we do not have the staff available even to make full use of the services offered let alone to provide answers to such a questionnaire."

S W A Z I L A N D (cont'd)

(b) Handbooks

1. We have not used these publications. There are a number which would appear to be of interest and we should be grateful to receive copies.

2.) 3.) 4.) These questions cannot be answered in view of above.

5. Items concerning the initiation and organization of trade promotion efforts are likely to be of interest during the next few years. Until we have a much larger staff at our disposal more technical publications are unlikely to be very much used.

6.) 7.) 8.) The proposed publications concerning the Organization of Commercial Information and Export Publicity would be of particular interest. We would specially welcome an examination of the problems of export promotion for small countries with limited manpower available for developing existing or new trade contacts. The possibilities of co-operation in marketing and the most economical forms of promotion organization would be of great interest.

C. TRAINING PROGRAMME

We have not yet utilized the training programme offered by the Centre. Please keep us informed of this service and forthcoming arrangements.

D. TRADE PROMOTION ADVISORY SERVICE

As yet, no call has been made on this service. We have been fortunate enough to have had the advice of a marketing adviser from ODM, United Kingdom, on:

(i) the marketing of agricultural and livestock produce;

(ii) marketing in relation to the customs agreement with South Africa.

We shall, in due course, review the possibility of calling on the Trade Centre for advice either on establishing trade promotion services or on problems concerning specific products.

In view of the very limited staff available it has not been possible to provide a fuller answer to your questionnaire.

(Letter from the Ministry of Commerce, Industry and Mines)

S Y R I A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

The assistance rendered by the Market Information Service seems to us important and meets some of our needs. We may mention in particular the studies on principal outlets for unmanufactured tobacco and the market for cottonseed oils in five European countries and Japan. It seems to us nevertheless, that the Centre could carry out other similar studies of interest to a large part of the underdeveloped world, for example, studies in raw cotton, petroleum, phosphates, woven fabrics of non-synthetic materials (e.g. cotton, wool, silk, etc.).

As regards the information usually included in the Centre's studies, all of the aspects usually included in these studies seem to us equally important. We would therefore recommend that the Centre continue to carry out such studies, focusing them on products of developing countries and having regard to the difficulties of placing those products in the developed countries.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

FORUM: is of great value for our country's trade promotion service[illegible] could be still more so, particularly as regards exports, if the [illegible] writers were to visit developing countries to find publication [illegible].

Among the subjects or types of articles we find most useful we may mention the following:

1. Market surveys for specific products
2. Modern marketing techniques
3. Technical articles on different aspects of exporting

As regards the size of articles, we would prefer them to be easily understandable by readers whose mother tongue is not one of those in which you publish, and consequently we would prefer articles to be as long as possible so that the ideas in them can be sufficiently developed for ready understanding of all their content.

We would like to see the following subjects covered in future issues:

(a) outlets for products in developed countries;

(b) how to make the production of an underdeveloped country attractive to consumers in developed countries;

S Y R I A (cont'd)

(c) detailed studies on market research methods for certain products such as unmanufactured tobacco, non-synthetic fabrics and finished products in general.

We are interested in all your Centre's publications, more particularly in articles concerning certain difficulties encountered by underdeveloped countries in prospecting international markets, in particular for finished and semi-finished products (e.g. tobacco, non-synthetic fabrics, hides and skins, leather goods).

(b) Handbooks

We are very interested in the handbooks, but would prefer to receive sufficient copies of each of them to be able to distribute them to all national organizations and undertakings that might find them beneficial.

C. TRAINING PROGRAMME

Syria plans to establish an export promotion bureau and hopes to be able to train some of its officials in one or other of the courses organized directly by the Centre or in the developed countries. We would hope, however, that the training opportunities would not be made available in a discriminatory way to nationals of developing countries with which the donor countries maintain special relations.

D. TRADE PROMOTION ADVISORY SERVICE

Syria agrees that this service should be maintained and intensified; we would prefer, however, the assistance given to be more effective and more durable so that the experts sent on mission could stay for a longer period in order to study the particular case of the recipient country and be able to propose an appropriate remedy, without this assistance being a burden on the technical aid "quota" allocated to each developing country by the United Nations institutions concerned.

(Letter from the Ministry of Economy)

T O G O

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes, the assistance rendered by the Market Information Service meets the specific needs of the producers and exporters.

2. While not wishing to go so far as to say that all the information which normally appears in the Centre's studies is of equal use to us, we can state that all such information is very useful, especially as, if our Services had all the necessary means, we would carry out studies to encompass all of these different items. In fact, we never have sufficient information on marketing.

3. The studies cover a good many aspects of market information, but some of them seem to be rather weak on exact figures for prices at different stages and in certain seasons.

4. While we are not immediately able to mention concrete instances where the work of the Centre's Market Information Service contributed directly or indirectly to increased exports from our country, we can state that the studies on the market for manioc and on the fruit and vegetable markets in Europe have provided the basis for planning an export drive in the near future.

5. We shall not fail to inform the Centre's Market Information Service at the first opportunity.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. FORUM is of practical value to us in that it sometimes provides information which supplements certain basic studies.

2. We have no concrete cases to give as illustrations.

3. We would be inclined to answer this question in the same way as question 2 of Section A. However, it is easier to give a priority here, and the most useful items are:

   Commercial Policy Chronicle.

   Market surveys for specific products.

   Descriptions of national markets.

T O G O (cont'd)

Descriptions of developed countries' export promotion efforts and techniques.

Technical articles on different aspects of exporting.

Modern marketing techniques.

Lists of sources of information.

Stories about export experiences of individual companies in developed countries.

4. We would prefer fewer articles of greater length. However, we would appreciate it if entire issues were occasionally devoted to a single subject and published as special issues.

5. -

6. -

(b) Handbooks

1. Yes.

2. We do not consider an immediate updating of the handbooks to be necessary.

3. -

4. Yes.

5. (a) Export Promotion - A Systematic Approach.

Export Promotion by Private Sector Organizations.

Multinational Product Promotion.

Designing Products for Export Markets.

Packaging for Export Markets.

Standardization and Quality Control for Exported Products

Information on Trade Regulations - Guide to Sources.

Directory of Trade, Industry and Product Promotion Associations.

T O G O (cont'd)

(b) We have no particular aspects to suggest.

6. Yes.

7. (a) -

(b) -

8. No answer.

C. TRAINING PROGRAMME

1. Yes.

2. Yes.

3. We have no suggestions to make for the moment.

4. Yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. Togo has not yet received technical assistance from an expert or adviser of the Advisory Service.

3. No answer.

4. No answer.

5. No answer.

(Letter from the Minister of Trade, Industry and Tourism, received through the UNDP resident representative)

TURKEY

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

Information studies of the International Trade Centre have been satisfactory for producers and exporters in general, but this Service of the Centre could be so arranged as to be more helpful for the developing countries.

All the information included in the surveys of the International Trade Centre are very necessary, but more information should be given as regards market prices in the purchasing countries; it is also important how the distribution channels in the purchasing countries work and what their current percentages are at every level.

It would be useful if the following points could be taken into consideration in the studies of GATT/UNCTAD Information Service:

(a) The International Trade Centre should give priority to proposals for studies and market research received from developing countries even if they are not included in its annual programme.

(b) The International Trade Centre should issue the prices of the exportable products in the purchasing countries in bulletins, etc., periodically, and the exporting countries should be made aware of this information as soon as possible.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

We think both the FORUM magazine and the handbooks are satisfactory and the proper subjects are included in these publications. But we think certain subjects published in the magazine could be still more instructive and profitable and detailed.

(b) Handbooks

We consider the handbooks useful and satisfactory. Certainly these publications prove useful as regards export promotion.

C. TRAINING PROGRAMME

In general, the Centre's training programmes have been satisfactory so far. But these programmes could be improved. It will be most useful for people working in the export promotion institutions to be sent to developed countries for on-the-job training.

TURKEY (cont'd)

On the other hand the time of correspondence with the Centre should be minimized and the countries made aware of seminars and training courses which require a considerable time for examining and circulation.

D. TRADE PROMOTION ADVISORY SERVICE

IGEME deems it useful that the International Trade Centre should continue giving technical assistance to member countries.

(Letter from the Export Promotion Centre)

UNITED ARAB REPUBLIC

4. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes, provided that these specific needs are of a general nature that will render the efforts of the MIS worth-while.

2. Estimates of future demand.

   Information on the relative position of competing products and suppliers.

   Information regarding commercial policy, fiscal measures and other trade regulations.

   Advice about sales promotion and advertisement requirements.

3. From our point of view, we suggest market information studies should also include:

   Economic blocs, analytical studies handling the general principles and regulations of these blocs and their links with the outer world.

   Specific suggestions to improve and promote the exports of the developing nations, in line with the general trend of promoting economic development in these nations through encouraging its exports.

4. Please refer to our previous report to the Centre.*

5. For the time being, the services already being performed are quite satisfactory.

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*The following comments appear in the United Arab Republic's reply to the earlier questionnaire on evaluation (ITC/AG/6):

"Since the establishment of the ITC about five years ago, the UAR utilization of its sources (and for that matter many of the developing countries) has not been as extensive as it should, particularly in view of the undenied importance of such services from a commercial and export point of view.

"This lack of utilization may be attributed to the following reasons:

(a) an unclear picture exists in many fields - particularly at the official decision-making level - of the nature and importance of the ITC services;

(b) the tendency of many developing countries to 'do it yourself' rather than accept the help of external organizations, even if they may be international and services granted freely;

(c) lack of full-time liaison offices (officers) in the developing countries who can ensure the maximum utilization of the services of the Centre and who can help the Centre in its international researches. Centre liaison officers in developing countries are heavily loaded with other responsibilities;

(d) lack of local export promotion organizations who can readily appreciate the services of the Centre, and consequently make use of such services.

"Attempts by the ITC to alleviate these difficulties may go a long way in assuming maximum utilization of the services of the Centre by developing countries."

U N I T E D A R A B R E P U B L I C (cont'd)

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes, it is of practical value, especially those articles handling sales promotion, publicity and advertising.

2. It is difficult to evaluate this aspect since the FORUM is distributed among many departments that attempt to benefit from its many items.

3. Market surveys for specific products.

   Descriptions of national markets.

   Descriptions of developed countries' export promotion efforts and techniques.

   Modern marketing techniques.

   Lists of sources of information.

4. We suggest that short articles in a single issue may be of more practical benefit.

5. In general, we suggest short and practical items since it is a live example of foreign trade.

6. Replies to questions 4 and 5 may answer this question.

(b) Handbooks

1. Yes.

2. Yes.

3. Yes, as:

   Manual of export promotion techniques.

   Compendium of sources.

4. Yes.

UNITED ARAB REPUBLIC (cont'd)

5. (a) Export promotion.

Official commercial representation abroad.

Export promotion by private sector organizations.

Standardization and quality control for export promotion.

(b) Multinational products promotion.

Designing products for export markets.

Export publicity.

6. -

7. -

8. Subjects on sales promotion.

C. TRAINING PROGRAMME

1. Yes, to certain limits, and in specific facilities as the ITC Dag Hammarskjold Course.

2. (i) Yes.

(ii) Yes.

3. No.

4. Yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. No.

3. No.

4. No suggestions.

5. No suggestions.

(Letter from the Egyptian General Trade Organization received through the Permanent Mission, Geneva)

U R U G U A Y*

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. In general, yes.

2. This is a difficult choice. I consider that all these points are important and interdependent.

3. -

4. I cannot give any concrete example, but I can certainly assure you that the market research survey concerning Uruguay carried out by the Centre has had an important influence in creating an awareness, mainly in the public sector, which has, inter alia, led to the creation of an Export Promotion Centre to ensure the promotion of non-traditional exports.

5. The Centre's services, in general, are aimed at the public sector and I feel that such services, if aimed directly at the private sector, would be extremely useful.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes.

2. I do not know of a direct cause-effect relationship but it has helped to create an awareness, as mentioned in Section A, paragraph 4.

3. Market surveys for specific products.

Descriptionsof national markets.

Descriptions of developing countries' export promotion efforts and techniques.

Technical articles on different aspects of exporting.

Modern marketing techniques.

Stories about export experiences of individual companies in developing countries.

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*Provisional reply.

U R U G U A Y (cont'd)

4. It depends. In general I prefer to see several concise and possibly inter-related articles. I feel that it is important that entire issues should be devoted to a thorough-going examination of a given subject, such as advertising.

5. Organization of trade missions.

Training of government officials.

(b) Handbooks

1. Yes.

2. Yes.

3. The Compendium of Sources: Basic Commodity Statistics should be kept systematically up to date, in so far as is possible.

4. Yes.

5. (a) I consider all the publications to be important. I think that the following should be given priority:

Export Promotion - A Systematic Approach.

Official Commercial Representation Abroad.

Export Promotion by Private Sector Organization.

Organization and Management of Joint Export Marketing.

Designing products for export markets.

Packaging.

Standardization and Quality Control.

(b) More active coverage of the rôle of the private sector in export promotion. I believe that there is an awareness at governmental level which does not exist in the same form, nor to the same degree, in the private sector.

6. Yes.

U R U G U A Y (cont'd)

7. (a) Export incentives.

Export financing.

Export publicity.

Simplification of trade procedures.

(b) That concerning export incentives.

8. I feel the scope of the work done by the Centre is broad enough, and that it might be important to go more deeply into specific problems.

C. TRAINING PROGRAMME

1. Yes.

2. Yes.

(i) Yes.

(ii) According to information received, yes.

3. It might encompass more representatives of the private sector.

4. Obviously yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes.

2. No.

3. Yes, in so much as they have prompted an awareness which has led to the creation of an institutional export promotion centre.

4. These suggestions are connected with those made in reply to questions in sections A, B and C.

(Letter from the Permanent Mission, Geneva)

V E N E Z U E L A

A. MARKET INFORMATION AND JOINT PRODUCT PROMOTION

1. Assistance rendered by the Market Information Service is indubitably of great value for both producers and exporters, since in addition to providing information on a particular market, it also helps to reduce the cost incurred by the preparation of a full study of a particular market or product, having regard to the volume of material contained in the various information media.

2. The description and analysis of trade channels in importing countries and the terms and conditions governing credit, contract, arbitration, payment, insurance, etc.

3. Consumer preferences and product presentation.

4. The study on shrimps and prawns.

5. As regards our country's special needs, it should be pointed out that a study of market openings for deep-frozen fish in Western Europe would be very useful.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Among specialized international periodicals, FORUM may be regarded as one of the most complete and as being of very great practical value in view of the contents of its articles.

2. Concrete trade promotion action has been taken as a result of information obtained from various articles in the magazine.

3. Descriptions of national markets.

   Descriptions of developing countries' export promotion efforts and techniques.

   Descriptions of developed countries' export promotion efforts and techniques.

   Stories about export experiences of individual companies in developing countries.

4. It would be desirable if at least one of the quarterly editions were devoted to a single subject, so that we could have a fuller understanding of that subject.

V E N E Z U E L A (cont'd)

5. Aspects of export insurance.

6. We particularly like its presentation.

(b) Handbooks

1. Yes.

2. Yes.

3. The Manual of Export Promotion Techniques and the Manual on Export Marketing Research for the Developing Countries.

4. Yes, very useful.

5. (a) The establishment of national export promotion agencies.

(b) Yes, joint export marketing organization and administration and multinational promotion of products.

6. Yes.

7. (a) Organization of commercial information and financing of exports.

(b) Export incentives.

C. TRAINING PROGRAMME

1. The programme should meet a definite need as far as the training of export promotion personnel is concerned.

2. In view of the importance of the programme for the export earnings of the developing countries, the Centre should spare no efforts to improve this service, which is regarded as not entirely satisfactory.

3. Prior training of lecturers and better organization of the courses - as shown to be required by recent experience.

4. In general, the knowledge acquired by the trainees has been useful. A better selection of participants is, however, essential.

D. TRADE PROMOTION ADVISORY SERVICE

1. Venezuela has taken advantage of this service only once and for a very short period, and is therefore not able to evaluate the Centre's work in this field.

V E N E Z U E L A (cont'd)

2. We have only one relevant experience in this field; results obtained from the research on particular products in Geneva by the visiting expert could therefore not be ascertained.

3. No, for the reasons stated above.

4. Better organization in preparation of technical assistance missions.

5. No comment.

(Letter from the Ministry of External Affairs, Department of Foreign Trade)

W E S T E R N S A M O A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. -

2. Statistical data on international trade in the products concerned.

Consumption data, consumers' preference and end-users.

Estimates on future demand.

Information on the relative position of competing products and suppliers.

Information regarding commercial policy and fiscal measures, other trade regulations, etc.

Description and analysis of trade channels in importing countries.

Advice about sales promotion and advertising requirements.

List of importers and agents.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. Yes - please place the Department of Economic Development on your mailing list.

2. -

3. Book reviews.

Market surveys for specific products.

Descriptions of national markets.

Descriptions of developing countries' export promotion efforts and techniques.

Modern marketing techniques.

Lists of sources of information.

Stories about export experiences of individual companies in developing countries.

4. Many short articles in single issues.

WESTERN SAMOA (cont'd)

(b) Handbooks

1. -

2. -

3. Yes - we would like to obtain the following:

Manual of Export Promotion Techniques.

Manual on the Compilation of Basic Information on Export Markets.

Manual: Export Marketing Research for Developing Countries.

A Select Bibliography for Export Promotion Services in Developing Countries.

A Bibliography of Market Surveys by Products and Countries (two editions).

Compendium of Sources: Basic Commodity Statistics.

Compendium of Sources: International Trade Statistics.

Manufacturing and Trading Associations in twenty-eight countries.

4. Yes.

5. (a) Export Promotion - A systematic Approach.

Organization and Management of Joint Export Marketing.

Trade Fairs and Exhibitions Guide.

Designing Products for Export Markets.

Packaging for Export Markets.

Standardization and Quality Control for Exported Products.

6. Yes.

WESTERN SAMOA (cont'd)

7. (a) The Rôle of the Freight Forwarder in Developing Countries.

Bibliography of Product and Industry Journals.

Directory of Trade, Industry and Product Promotion Associations.

Annotated Bibliography of Market Surveys by Products and Countries.

Export Incentives.

Export Finance.

Export Publicity.

C. TRAINING PROGRAMME

1. Yes.

2. (i-ii) Yes.

3. -

4. Yes.

D. TRADE PROMOTION ADVISORY SERVICE

1. Yes, but not explored by Western Samoa; will do so in the future.

(Letter from the Office of the Regional Representative for the Western Pacific of the United Nations Development Programme)

YUGOSLAVIA

A. MARKET INFORMATION SERVICE AND PRODUCT PROMOTION

1. The services received from the Market Information Service were completely in conformity with the requirements for the investigation of the market for certain products of Yugoslav producers and exporters. They contributed to the more efficient orientation of production and exports and reduced the time and cost of the investigation of the market. The services had two senses: (1) the acquaintance of the potential foreign partners with the organisation and the prospects for the Yugoslav exports, and (2) the acquaintance of Yugoslav exporters with the conditions and prospects for the placement of the particular products in the markets of other countries. The information and studies related to the following:

I. Major published market studies of direct interest

Foreign Trade Enterprises in Yugoslavia.

Western European Market for Plywood and Veneer.

Market for Oil Cakes in Western Europe.

Market for Canned Beef in the United Kingdom and the Federal Republic of Germany.

The Market for Unmanufactured Tobacco.

The Fresh Fruit and Vegetable Markets in Seven European Countries.

Major Markets for Hides, Skins and Leather.

II. Specific market surveys and studies

Report on Middle Eastern Markets for Furniture.

Note on Some Markets for Hunting and Sporting Firearms.

General Survey on the Market for Electric and Electronic Equipment.

Swiss Market for Skis and Sticks.

YUGOSLAVIA (cont'd)

III. Publicity through FORUM

Yugoslav Furniture on the World Market.

2. At the present moment the Yugoslav exporting enterprises are mostly interested in the data relating to the appraisal of the absorptive capacity of the particular markets for the individual products in the short and the long run, and particularly in the conditions which determine the competitive position of particular products. Of particular interest are the reviews on the price developments and the information on the commercial policy and fiscal measures (duties, taxes, other non-fiscal restrictions).

3. It would be useful if information could be organized on the supply and demand in the field of industrial co-operation and investment capital which is eager to invest in the less developed countries. According to our information there exist in few countries a kind of the market with the supply and demand for the free industrial capacities. We think that the formation of such an institution at the international level would correspond to the urgent needs of the developing countries.

In addition to the industrial co-operation to the industrial co-operation taken more generally which could include also the investments of the foreign capital, the exchange of information should be taken into consideration on the supply and demand for the active improvement of trade, processing, final elaboration of goods, etc.

Within the scope of new activities of the Centre the possibility of publishing the information on the tenders invited by the governments of the developing countries for various procurements should be considered.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. FORUM is of practical value. The interest of Yugoslav exporters for this publication is constantly growing.

2. FORUM has contributed to the better understanding of the more efficient action in the field of marketing and management.

YUGOSLAVIA (cont'd)

3. Commercial Policy Chronicle.

Book Reviews.

Modern marketing techniques.

Lists of sources of information.

Other subjects are also of certain interest.

4. In principle we would prefer more shorter articles of an informative character. From time to time the whole issue could have a specialized profile.

5. We consider the subjects mentioned for future handbooks and the export incentives, export finances, organization of trade information, etc., particularly interesting. They could be partially treated in FORUM and also represent the subject of special editions.

C. TRAINING PROGRAMME

We have not benefited from the possibilities of the training programme till now. We consider that the programme is particularly useful and we are ready to co-operate with the Centre on this matter.

(Letter from the Foreign Trade Research Institute)

Z A M B I A

A. MARKET INFORMATION SERVICE AND JOINT PRODUCT PROMOTION

1. Yes.

2. The Centre's studies are considered most useful.

3. None.

4. Not yet detectable as exports of manufactured and other industrial products are still in their planning stages.

5. No suggestions.

B. PUBLICATIONS PROGRAMME

(a) FORUM and its Commercial Policy Supplement

1. The magazine has never been received by this office, therefore no comments.

2. No contacts made, see B(a)1 above.

3. Commercial Policy Chronicle.

   Book reviews.

   Market surveys for specific products.

   Descriptions of national markets.

   Descriptions of developing countries' export promotion efforts and techniques.

   Descriptions of developed countries' export promotion efforts and techniques.

   Modern marketing techniques.

   Lists of sources of information might be useful if they could be supplied.

   Stories about export experiences of individual companies in developing countries.

   Stories about export experiences of individual companies in developed countries would be interesting.

ZAMBIA (cont'd)

4. Short articles in single issues are preferable.

5. No suggestions as subjects already covered in the magazine are not known, but marketing of oriental tobacco would be interesting.

6. No comment.

(b) Handbooks

1. Some of the publications are useful.

2. Yes.

3. Reports on Training in Export Promotion lectures in export promotion should be issued frequently to provide for new training programmes.

4. Yes.

5. (a) Export Promotion - A Systematic Approach.

Export Promotion by Private Sector Organizations.

Organization and Management of Joint Export Marketing.

A Guide to Marketing Techniques.

Designing Products for Export Markets.

Packaging for Export Markets.

Standardization and Quality Control for Exported Products.

(b) Emphasis should be laid on planning and organization.

6. Yes.

7. (a) Export incentives.

Export finance.

Bibliography on Marketing.

Simplification of trade procedures.

(b) All aspects of above subjects are equally important.

8. No suggestions.

Z A M B I A (cont'd)

C. TRAINING PROGRAMME

1. Yes.

2. (i) No Zambian has been trained directly by the Centre so no comment.

   (ii) Yes.

3. Programmes should provide for longer periods of practical field work. For instance trainees could be attached to an export promotion organization for four to eight weeks.

4. The training received has not been put to the test yet, so no comment.

D. TRADE PROMOTION ADVISORY SERVICE

1. Zambia has not as yet made much use of this service.

2. No comment. Zambia has not received technical assistance in the field of export promotion.

3. No.

4. No comment.

5. No suggestions.

(Letter from the Ministry of Trade, received through the UNDP Regional Office for South-East Africa)